

## EMMY ANSINELLI

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### **Bilingual (French-English) Marketing Manager - Strategy Formulation & Planning**

Results driven marketing manager, with viral energy and drive. Experienced working with tight budgets and deadlines. Accomplished leader and team player, prolific in cross-functional environments. Big picture thinker strengthened by a highly creative mind and corporate outlook with demonstrated success at building relationships with business process owners. Proven market and customer orientation through having led effective marketing campaigns and segment capture. Quick learner and competent time manager having completed a challenging graduate degree program while being employed full time. Avid researcher and advocate of new emerging media.

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Strategic Market Planning • Marketing & Communications Management • Cross Functional Team Leadership  
Marketing Metric Tools Creation • Effective Public Relations • Brand Management  
Process Improvement • Major Event Planning & Coordination • Corporate & Foreign Relations  
Graphic Design • Market Research • Advertising Planning • Social Media Marketing

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### **EDUCATION & TRAINING**

#### **MBA, Management**

The University of Texas at Austin, McCombs School of Business, Austin, TX - July 2008

#### **B.S., Marketing**

LeTourneau University, Longview, TX - December 2003

*Summa Cum Laude* • GPA: 4.0

### **PROFESSIONAL EXPERIENCE**

#### **Sagem Avionics, Inc. (SAFRAN Group Company), Grand Prairie, Texas**

**Oct 2005 to Present**

Subsidiary of European High Technology leader specializing in defense and aerospace solutions

#### **Marketing & Communications Manager**

- Developed Strategic Map and Balanced Score Card including implementing 30+ Key Process Indicators, such as key turnaround time targets, and various operation metrics which allowed the identification of non-productive activities and outlined process improvement opportunities
- Facilitated change management during transition of company from standalone unit to subsidiary of \$13B corporate holding group, including streamlining marketing and communication processes with parent company
- Established key relationships with corporate headquarters by building a strong network with Senior Vice President of Corporate Communications, Vice President of Marketing, media, government, and both internal and external stakeholders resulting in diminished lead time for approval of projects
- Coached Customer Service team in effective communication resulting in a 20% boost in customer satisfaction
- Achieved Google Search #1 providers placement for Flight Data Management by using Public Relations and social media only
- Increased traffic at industry tradeshows, presence in media and brand name recognition while successfully managing growing budgetary constraints

Built Marketing Communications Department, recruiting and managing marketing team. Direct data driven market studies to enable marketing strategy formulation. Manage integrated marketing actions including budgeting (\$900k+), planning and execution of events, creating and publishing ads in magazines with international readership. Write all Press releases, conferences, announcements and newsletters. Coordinate with quality department for ISO certification efforts and serve as Qualified Internal Quality Auditor.

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**T.C. Manufacturing, Paksher Co., Kilgore, Texas**

**Feb to Oct 2005**

Plastic film extrusion and packaging solutions provider with \$50 million in annual revenues

**Marketing Coordinator**

- Reduced custom product lead-time by 50% by implementing process improvement and custom order tracking working with cross-functional team
- Championed targeted marketing campaign for new product gaining adoption from 3 largest customers
- Researched new product offerings with Vice President of Product Development thereby launching the fastest growing product line since 2005

Examined current marketing strategies with Vice President of Sales resulting in an increase in prospect to sale conversion. Generated and introduced internal marketing tools such as company newsletter. Produced and published Catalogue, Full Line, and Line Specific brochures increasing web traffic and web related inquiries.

**U.S. Foam Technologies, Longview, TX**

**Jul to Dec 2004**

Manufacturer of environmentally responsible Fire Fighting Foams

**Marketing & Sales Director**

- Enhanced customer satisfaction garnering repeat business and loyalty to the brand
- Secured numerous municipal bid awards

Initiated, maintained, and nurtured business relationships with new clients and existing customers. Managed marketing support employee; oversaw all marketing communication efforts including tradeshow, advertising and direct mail.

**Sphere Designs, France & USA**

**1999 to Present**

**Freelance Artist & Consultant**

- Design logos, flyers, business stationery, signs, websites, and t-shirts
- Consult with several start-up businesses to evaluate and improve their marketing strategies.

**Kilgore College, Longview, TX**

**August 2000 to December 2001**

Community College with large international student program

**Resident Assistant / Head R.A. / Office Assistant (Residential Life)**

- Voted Resident Assistant of the Year in 2000 while assuming duties (management of staff, residence hall, planning, etc.) of Office Coordinator for three months during Coordinator's absence.

**Eurocopter, Inc., (EADS Group) Marignane, France**

**Summer 2000**

Helicopter division of the number one European aerospace group

**ADDITIONAL AWARDS, SKILLS & INTERESTS**

Most Outstanding Marketing Student of the Year 2003  
AMA – American Marketing Association – National Case Competition Finalist  
Dean's List Recipient Spring and Fall 2002, Spring 2003. Presidential Scholarship recipient

Interests: Traveling, Graphic Design, Photography, Gourmet Cooking

Bilingual in French and English – Spanish: read/write/speak – Japanese: Some knowledge