

Teri Virbickis

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MARKETING – COMMUNICATIONS – SOCIAL MEDIA MARKETING – EVENTS

CORE COMPETENCIES AND STRENGTHS

Savvy, sharp, extremely creative, and results driven marketing communications professional with passion for B2B and B2C marketing solutions in Fortune 500, regional, start-ups, and small businesses. A strategic thinker with a “roll-up your sleeves attitude”.

A leader with innovative and out-of-the-box creativity, able to take ideas and create tangible, impactful marketing solutions.

An “impactologist”, able to put the “WOW” factor in marketing initiatives. A reputation for delivering excellence through flawless execution of projects and campaigns. A connector, known for building relationships and connecting with customers to meet and surpass expectations. Unique ability to “sculpt fog”, creating clarity from chaos. A customer champion driven by the challenge to make a difference while building and implementing cost effective marketing solutions that impact bottom line revenues.

- Collateral Development and Design
- Social Media Marketing
- Facebook, Twitter, LinkedIn
- RFP's, Proposal Support, Management
- TypePad / WordPress Blog Websites
- Web Design / Development
- Constant Contact/Mad Mimi/Mail Chimp
- Email Marketing
- Product / Solution Marketing
- Presentation Development & Creation
- Communications
- Branding / Positioning
- Events
- Photography
- Video Marketing
- Demonstrated success in the development of marketing plans and goals to meet revenue objectives.
- Creative messaging, with a unique understanding of customer needs and market demands.
- Very flexible with the ability to adapt quickly to change in challenging and constant changing business conditions.
- Recognized for being a very creative, strategic, hands-on “go-to” resource, who is self-motivated, goal-oriented and able to apply creativity, passion, and drive to get things done.
- Dedicated to problem solving with creative, out-of-the-box, innovative solutions.
- Extensive computer skill set in marketing / creative arenas.

PROFESSIONAL EXPERIENCE

U&I Creative, LLC. Principal and Impactologist

Denver, CO
2008 – Present

Owner of a small business specializing in marketing communications, social media marketing, branding and graphic design solutions for individuals and small businesses. Passion for making business personal, touching, connecting and building relationships with my clients. Assisting clients with creating impact and building their brands, sharing their expertise, attracting new customers to their business, sharing their expertise, paying it forward and increasing their online footprint.

- Develop and implement social media marketing strategies to increase SEO, community building and sales.
- Branding development and design for a variety of small businesses, increasing revenue and customer numbers.
- Assisting small businesses with unique, innovative and cost effective ways to get the word out about what they do, with little to no monetary investment
- Blog-Website design and creation, to increase their online footprint, and integration with social media sites and outlets.
- HTML Email creation and implementation, expertise in use of Constant Contact, iContact, Mad Mimi and Mail Chimp.
- PhotoShow / Video development and creation to give small businesses an innovative and inexpensive “commercial” for their business. Final product can be implemented on blogs, websites, email and presentations.
- Graphic design solutions for logos, newsletters, brochures, promotional cards, business cards, flyers etc.

Avaya, Inc. – Formerly AT&T and Lucent Technologies

Denver, CO and Chicago, IL

Marketing Communications Manager, Executive Relationship Management

2006 – 2008

- Supported \$220M revenue target with creation, development, implementation and maintenance of marketing collateral
- Executed C-level executive events, designed to build relationships with executive visionaries in existing and at risk accounts, to retain / grow customer base and achieve revenue target.
- Built key relationships with customer executive visionaries, through event marketing and one-to-one touch marketing strategies, to grow net new opportunities for the Division.
- Developed all messaging / value propositions for executive relationship management events.
- Supported Global Managed Services Business Development Team with proposal and RFP information, for large / small business customers. These efforts resulted in preparation of proposals, RFP/RFI responses, presentation materials and graphics for products and solution offers. Resulting in revenue generation for the division.
- Established Managed Video Services SharePoint site and maintained for information storage and promotion documentation.
- Internal Communications for the Division thru creation, implementation and management of internal HTML newsletter encompassing 3 of 4 business units comprising Avaya Global Services. Distributed to over 2000 associates, monthly. One of the most widely read/supported internal communications.

**Market Development Manager – Marketing Communications and Events
Global Service Provider & Managed Services Divisions (Re-Hired and Time Bridged)**

2003 – 2006

- Developed, designed, implemented, and maintained the marketing collateral, brochures, internal/external newsletters, presentations, leave behinds, proposals, print ads, and web site, in support of the division's sales and marketing efforts.
- Developed value propositions and positioning information, for printed collateral, web site and events.
- Supported direct sales force with special projects, proposals, newsletters, presentations and collateral; that directly influenced and affected customer buying decisions of Avaya Hosted Solutions products and services.
- Created, directed, managed and launched internal and external web presences for the division. Translated into 5 different languages, across multiple regions of the world. This resulted in focusing the division's efforts globally. Communicated direction / value propositions of hosted solutions to internal associates, customers, partners and media.
- Supported Global Service Provider Division Business Development Team in the preparation of proposal / RFP information, for large / small business customers, resulting in revenue generation for the division.
- Formulated event concepts and themes, designed and deployed all materials in support of division events. Included invitations, brochures, signage, presentations, event briefing docs, branded menus and executive bios, etc.

**Internet Process Team Manager – Intranet Development and Design
CRM Professional Services**

1998 – 2001

- Developed, designed, implemented and maintained, internal and external web sites. Sites in excess of 2000 HTML pages. This moved the organization to paperless global environment; resulted in lower mail/phone costs, increased productivity.
- Created the external web site, allowing the division to market its service offerings to customers worldwide. Resulted in customers accessing information 24 hours a day, anywhere in the world, and registering for revenue producing seminars.
- Subject Matter Expert for presentation design/development and internet. Developed and executed knowledge transfers of web technologies to division associates.
- Supported external facing marketing and sales projects.
- Developed, designed and implemented internal/external websites for Y2K Solutions. Internal site communicated Y2K offers to sales. External site communicated directly to customers globally Y2K compliance solutions, information and contact with the Y2K Team.

**Marketing and Sales Response Manager
Managed Communications and NetCare Professional Services**

1996 – 1998

- Designed, developed and implemented marketing collateral for overall marketing efforts for Professional Services. These efforts resulted in communicating and promoting services offer information to internal/external customers globally.
- Designed, developed, and updated the International Professional Services Handbook. Handbook was a vehicle to communicate international service offers and ordering processes, for international distributors and consultants. This effort resulted in standardization of processes/information. Eventually this information was turned into a website for the CALA Region.
- Created, developed and implemented printed marketing collateral for Y2K Compliance Offers for internal/external customers.
- Developed and deployed processes for obtaining international visas and international proposal support. Domestic contact for International Professional Services Core Team and Consultants. Scheduled training, logistics and support for international consultants while in-country. The development of these processes resulted in giving direction and standardization to an emerging business in the Division at an international level.
- Converted handbook to electronic format, which increased the speed of distribution, decreased maintenance costs and information could be translated into Portuguese and Spanish. Converting information to native languages aided/facilitated local Account Teams to increase sales of offers in region.

**RFP and Proposal Manager
AT&T/Lucent Technologies, National Proposal Center**

1992 – 1996

- Supported AT&T/Lucent Technologies national and international sale force in the preparation of proposal and RFP information, for large and small business customers.
- These efforts resulted in preparation of proposals, RFP/RFI responses, presentation materials and graphics for products.
- Resulted in extensive contact with Sales Managers and Account Teams worldwide was required, and had a direct impact on win/loss rates for RFP/Proposals used in AT&T/ Lucent Technologies national and global sales efforts.

EDUCATION

Illinois State University, Bloomington-Normal, Illinois
Bachelors of Science in Education and Undeclared Minor in Clinical Nutrition

PROFESSIONAL MEMBERSHIP

Boulder Marketing Group, 2003 – 2010
Business Marketing Association – Colorado, 2007 – 2010
Association of Proposal Management Professionals, 1994 – 2008
National Association of PhotoShop Professionals, 2003 – 2010
Association of Corel Artists and Designers, 1992 – 2010
National Association of Desktop Publishers, 1992 – 2008

AWARDS & HONORS

2007 – Avaya 'Charting the Course' Teamwork and Leadership Award
2005 – Avaya Excellence Award
2003 – Avaya Excellence Award
1997 – Lucent Technologies 'Whatever it Takes' Award