



CAROLINE LEGER

MARKETING & COMMUNICATIONS MANAGER

860 899 6419 | carolineleger@live.com | Glastonbury, CT

ABOUT

- 10 years of experience driving strategic and tactical marketing and communications solutions within highly reputable organizations.
- Experience leading and managing creative teams to drive innovative and cost-effective marketing campaigns with direct and measurable ROI.
- Proven background in a wide range of marketing initiatives, including strategy, integrated marketing campaigns, content development, brand strategy, social media growth, digital advertisement and marketing for special events.
- Strong understanding of public relations and experience working with radio and television campaigns, ability to leverage media relationships to drive effective marketing solutions.
- Outstanding written and verbal communications skills, with experience reporting directly to Senior Executive Management within a global company.
- Expert user of Microsoft Office and Adobe Creative Suites; working knowledge of Salesforce and Power BI
- Fully bilingual; ability to work collaboratively in both English and French.

EDUCATION

BACHELOR OF COMMERCE

JOHN MOLSON SCHOOL OF BUSINESS | CONCORDIA UNIVERSITY | MONTREAL, CA | 2004-2007

ASSOCIATES DEGREE IN COMMUNICATIONS

ANDRE LAURENDEAU COLLEGE | MONTREAL, CA | 2002-2004

EXPERIENCE

SR. MANAGER, MARKETING & COMMUNICATIONS | JEFFERSON RADIOLOGY | 2018- 2019

- Develop and implement cost effective strategies to grow volume and brand awareness through various marketing channels including television, radio, print, digital, social media and special events.
- Responsible for marketing campaigns from their conception to execution, contributing up to a 10% volume increase annually across the company's main service areas.
- Manage corporate website and social media pages. Developed a social media campaign which doubled overall following in 2018.
- Create content and develop original graphics for website, email blasts, direct mail pieces, and both digital and print advertisements.
- Coordinate and promote over 65 marketing, community and hospital related events annually. Built a tracking system that significantly improved visibility and communications around these events.
- Report directly to executive Recommend and manage participation in various trade shows, public relations opportunities or other projects to enhance brand equity.

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EXPERIENCE (CONT'D)

MARKETING COORDINATOR | JEWISH FEDERATION OF GREATER HARTFORD | 2013 - 2015

- Develop web content, create compelling advertisements, assist in press releases, develop community newsletters and calendars and drive social media awareness.
- Create marketing materials and develop content for various high visibility events, as well as support all other departments in their marketing efforts.

MARKETING & DESIGN ASSISTANT | ELLE DESIGN STUDIO | 2012 - 2013

- Develop and implement external communication strategies and materials for website, blog, social media pages, digital and print.
- Develop new and innovative ways to track and measure studio effectiveness, including implementing a web based action log and a customer tracking database.

EXECUTIVE ASSISTANT | BUILDING PRODUCTS OF CANADA | MONTREAL, QC | 2011 - 2012

Temporary role to facilitate immigration process to United States (2010 - 2012); work permit & green card issued in 2012

- Provide high-level strategic and administrative support to the Vice-Presidents of Finance and Operations.
- Responsible for leading company communication efforts for both groups.

CHANGE MANAGEMENT LEAD | ANHEUSER - BUSCH INBEV | TORONTO, CA | 2009 - 2010

- Lead a change management team and manage all communication and training efforts for a large scale North American SAP system implementation.
- Act as change agent across multiple areas of business to facilitate user adoption and drive a culture of teamwork.
- Report directly to the Vice President of Communications for all nation-wide communication efforts.
- Establish and ensure compliance to communications and training budget (300K).

BENEFITS ADMINISTRATOR | ANHEUSER - BUSCH INBEV | MONTREAL, QC | 2008 - 2009

- Act as HR point of contact for employees, including 1000 unionized employees and offer counsel on various HR subjects including benefits, payroll and the HR cycle.
- Chair for the Brewery's innovation committee, implementing 1300 new ideas in 2008.
- Organize various HR activities including training, employee on boarding and information sessions.
- Administer payroll, pension and benefits for 1500 employees across province of Québec.

SKILL SET + PROVEN TRACK RECORD

- MARKETING STRATEGY 
- INTEGRATED MARKETING CAMPAIGNS 
- COLLATERAL DESIGN & ADVERTISING 
- PUBLIC RELATIONS 
- PROJECT MANAGEMENT 
- PROCESS IMPROVEMENT 
- BUDGETING & METRICS 
- PEOPLE MANAGEMENT + TEAM DEVELOPMENT 
- ADOBE INDESIGN, ILLUSTRATOR + PHOTOSHOP 
- ABILITY TO LEARN NEW SOFTWARE QUICKLY 

Visit www.bycarolineleger.com for full portfolio. Executive level references available on request.



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- Experience leading and managing creative teams to drive innovative and cost-effective marketing campaigns with direct and measurable ROI.
- Highly driven by process improvement; proven ability to streamline complex workflows.
- Proven background in a wide range of marketing initiative; including strategy, integrated marketing campaigns, content development, brand strategy, social media growth, digital advertisement and marketing for special events.
- Strong understanding of public relations and experience working with radio and television campaigns, ability to leverage media relationships to drive effective marketing solutions.
- Outstanding written and verbal communications skills, with experience reporting directly to Senior Executive Management within a global company.
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EDUCATION

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ASSOCIATES DEGREE IN COMMUNICATIONS

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EXPERIENCE

JEFFERSON RADIOLOGY | HARTFORD, CT | 2016 - PRESENT

SR. MANAGER, MARKETING | 2018- 2019

MANAGER, MARKETING & COMMUNICATIONS | 2017- 2018

MARKETING, COMMUNICATIONS & EVENTS SPECIALIST | 2016- 2017

- Responsible for marketing campaigns from their conception to execution, contributing up to an 8% volume increase annually across the company's main service areas.
- Develop and implement cost effective strategies to grow volume and brand awareness through various marketing channels including television, radio, print, digital, social media and special events.
- Manage corporate website and social media pages. Developed a social media campaign which doubled overall following in 2018.
- Create content and develop original graphics for website, email blasts, direct mail pieces, and both digital and print advertisements.
- Coordinate and promote over 65 marketing, community and hospital related events annually.
- Report directly to executive level leadership; responsible for board level presentations and KPIs.