

Barbara Llull

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Strategically- and operationally-minded marketing professional with 20+ years of experience delivering results with meaningful customer connections and collaborative ways of working. Promoted at multiple companies; consistently rated as “provides exceptional results,” “exceeds,” and “role model”.

ACCOMPLISHMENTS

- Successfully built five new departments (Integrated Marketing, Creative Services, Marketing Planning, Digital Shared Services and Product Marketing) and new ways of working.
- Integrated 40 independent brands into Philips portfolio, and mentored 30 marketing professionals from these brands on branding standards, messaging, and positioning.
- Coached 300 sales, marketing and customer service professionals on the communication strategy when the company discontinued 30 brands and spun off from the parent company.
- Developed the first storm-response marketing strategy and campaign which resulted in a 15% increase in brand leadership.
- Generated \$27M in total sales & about \$11M in delivered profit with an integrated campaign.
- Surpassed sign-up goal by 17% and generated \$10M revenue with an integrated campaign.
- Increased campaign activation speed by 80%. Revamped new storm campaign so activations were live within one day after a storm hits.
- Exceeded adoption rate goal of launching a new marketing planning process by 10%.
- Tested a new webinar paid media approach which resulted in 200% more sign ups for webinar class.
- Reduced paid search cost per click by 47% and cost per conversion by 50% through conversion optimization and tagging within five months of taking responsibility for paid media.
- Directed marketing teams responsible for launching 30+ new products a year, and coached teams on differentiated positioning; contributed to exceeding sales targets by 11%.

SKILLS

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|--------------------------------|------------------------------|--------------------------------|
| Change management | Brand positioning & strategy | Integrated campaigns |
| Briefs & creative development | Marketing communications | Thought leadership |
| Analytical & creative thinking | Digital marketing | Value propositions |
| Agency management | Product marketing | Marketing planning |
| Project & process management | Strategic planning | Customer insights and journeys |
| Budget planning & management | Go-to-market strategy | Data-driven decisions |

AWARDS

- Three 2020 American Design Digital Campaign Awards.
- Six 2022 American Design Digital Campaign Awards.
- North America Quality Improvement Competition Winner for best product launch.
- Top-three marketing planner worldwide at Philips Lighting.
- “Best of the Best” award for integrated marketing campaign.
- GAF Presidential Award Runner Up.

EXPERIENCE

Sr. Director, Integrated Marketing & Email CoE. GAF, Parsippany, NJ

September 2022 - Present

- Drive collaboration across all marketing channels to achieve sales, brand preference, and leads.
- Created a new shared-service department to offer digital creative services, paid media management,

integrated marketing and email strategy and planning for multiple brands.

- Develop award-winning and best-in-class digital creative including paid media ads, emails, media landing pages, and social posts based on A/B testing and optimization.
- Lead coordination of all media and creative strategies to build brand loyalty and maximize ROI of campaigns.
- Establish brand guidelines to ensure consistency across all digital marketing.
- Manage and track spending for a \$12M digital marketing budget.

Director, Integrated Marketing / Paid Media / Email Strategy. GAF, Parsippany, NJ

June 2019 - September 2022

- Led all aspects of 360-degree, end-to-end campaign strategy (ideation to delivery to optimization) for all campaigns including strategy, content creation, customer journeys, graphics, legal review and communication plans for 20+ marketing campaigns.
- Developed marketing and communication plans with channel owners, product managers, marketers, sales leaders, and account managers to align on the strategy, plan, and campaign objectives.
- Worked with external and internal creative agencies for creative and paid media.
- Tracked and optimized \$10M paid media budget to achieve performance goals.
- Built and strengthened strategic relationships with marketing department teams (creative services, writers, project managers), communications, consultants, vendors and agencies.
- Achieved best-in-class unique open, CTOR and unsubscribe rates by overseeing the plan, development and execution of 500+ emails / year. Utilized A/B testing and dynamic content for optimization.

Sr. Manager, Product Marketing. Synchronoss, Bridgewater, NJ

June 2018 - May 2019

- Collaborated with product, sales, and service delivery teams located around the world to develop best ways to translate technical messages into positioning that resonates. Trained global sales teams.

Director of Strategy, Marketing Operations, and Market Intelligence. Philips Lighting, Somerset, NJ

November 2016 - March 2018

- Successfully launched a new marketing planning process in the U.S. to create annual marketing plans across all products, channels and segments with alignment to best practices, objectives, and budget.
- Created annual and quarterly strategic plans and drove collaboration across four business groups / 20 marketing teams. Presented to CEO and Global Executive Leadership teams.
- Prepared presentations, monthly scorecards and topics for discussion at leadership team meetings.
- Managed N.A. marketing budget (\$25M); kept the team aligned to plan.
- Led team responsible for competitive information gathering, brand preference testing, NPS surveys, primary and secondary research, persona creation, emerging trends and data analysis.

Sr. Manager, Creative Services, Marcom and Brand. Philips Lighting, Somerset, NJ

December 2012 - November 2016

- Led an in-house Creative Services department of seven remote people (designers and project managers) on the strategy and execution of 50+ marketing campaigns and product launches / year in North America.
- Established an overall vision, brand strategy, brand story and brand architecture for 10 brands with adherence to branding for all deliverables.
- Used audience insights to develop personas, value propositions and communications.
- Recruited and managed external creative, digital, and communication agencies.
- Developed and implemented brand guidelines that ensured consistency across all channels and touchpoints.
- Oversaw the naming strategy and trademark registration for all product names.
- Aligned with other departments (HR, Product, Channel, and Executive team) and global teams to ensure all internal and external communications clearly articulated the brand story.

Manager, Brand & Brand Strategy. Philips Lighting, Somerset, NJ

July 2011 - December 2012

- Transitioned 40 independent brands to be an integrated part of the Philips portfolio, and mentored over 30 marketing professionals from these brands on branding standards, messaging, and positioning.
- Removed barriers by facilitating discussions with global colleagues, marketing managers and GMs to formulate the brand strategy, brand elements, and brand standards for 40 newly-acquired brands.

Sr. Manager, End User and Channel Marketing. Philips Lighting, Somerset, NJ

August 2007 - July 2011

- Developed the first comprehensive "pull" strategy for targeting end users.
- Led a team of Executives in creating and launching the plan to merge two sales organizations.
- Launched the annual distributor partner marketing plan with launches, training, events, and promotions.

Manager, Product Marketing Fluorescent Portfolio. Philips Lighting, Somerset, NJ

December 2005 - August 2007

- Managed the complete product line re-positioning at a leading big box retailer.
- Developed the first market introduction process which covered every aspect of a product launch.
- Led cross functional teams for two of the company's "Mission Critical" product launches.

EDUCATION / CERTIFICATIONS

- MBA, Marketing (Rutgers State University of New Jersey)
- B.S. Marketing / Art Minor (The College of New Jersey)
- Digital Marketing (Rutgers State University)
- Diversity, Inclusion & Equity (University of South Florida)
- Green Belt Six Sigma (Philips Lighting)