

# CAROLLE ST. FLEUR

## PROFESSIONAL EXPERIENCE

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4/2001 – Present

Philips Lifeline (*formerly Lifeline Systems Inc.*) Framingham, MA

### **Manager, Creative & Production, Direct Marketing**

- Develop and implement direct mail campaigns for the Healthcare Channel, Senior Living Division, Government Services Division and National Accounts
- Qualify and manage vendor relationships to maintain service and product excellence
- Present and train direct mail strategies to Sales and Healthcare Channel
- Manage mail production and fulfillment staff
- Negotiate contract terms with vendors that provide fulfillment resources
- Oversee fulfillment operations; ensure proper execution and delivery of requested marketing materials

### **Production Manager, Direct Marketing**

- Execute direct mail plan for all printed and electronic materials, offers, promotions and communications to support the Direct Marketing business goals
- Manage production process from creative concept to distribution on time and within budget, studying and leveraging postal regulations for cost savings
- Aggressive search for cost-effective, quality solutions in creative, print and mail production
- Produce timely and effective communications on campaigns and results to Healthcare Channel of 2500 providers, Marketing and Sales teams

### **Project Manager, Marketing Communications**

- Manage creative firms, printers and mail houses to meet tight production and creative requirements for Marketing Managers and other corporate customers managing core businesses, national accounts such as the American Red Cross or special business alliances such as Ceridian
- Manage the development of over 50 pieces of marketing collateral annually to include a range of educational and awareness brochures, catalogs, trade show booths, Direct Mail campaigns, newsletters, on-line communications, annual calendar and Holiday cards, lead business sector pieces, new product and service launches, and complex PowerPoint Presentation sets, all within tight budgets and timelines
- Manage look and feel for each annual Sales meeting and coordinate the design and production of all presentation and educational materials for 10-12 session leaders
- Key support to Senior Living and Government Services business signets in designing and producing customized marketing tools to stimulate sales, train sales reps and customers
- Help develop and produce training materials for professional development Academy and Seminar series for about 200 top customers and 600 second tier customers
- Skilled at managing multi-decision-maker processes to meet deadlines

1/2000 – 4/2001

Net-Temps Inc.

North Chelmsford, MA

### **Senior Advertising and Alliance Coordinator**

- Negotiated acceptable advertising rates, secured media placement and implemented banner advertising campaigns
- Analyzed the cost effectiveness of online advertisements
- Identified, selected and acquired new alliance partners while managing the company's existing relationships
- Negotiated and constructed terms of contracts with new partners and affiliate websites

4/1999 – 10/1999	WVIT (NBC)	Hartford, CT
8/1997 – 4/1999	WGME (CBS)	Portland, ME
1/1997 – 8/1997	KNDU (NBC)	Kennebec, WA
10/1995 – 12/1996	WSVN (FOX)	Miami, FL

**News Producer & Writer**

- Produced morning, evening newscasts and specials
- Gathered information from Associated Press and researched topics for assigned newscasts and specials
- Wrote local, national and international stories
- Coordinated the use of graphics and video with directors and editors
- Trained Producers

3/1995 – 10/1995	WPBT (PBS)	Miami, FL
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**Freelance Traffic Assistant**

- Assisted Traffic Coordinators in Program Operations
- Data entered series/program movie packages, program description rights, air dates and tape sources into database
- Updated monthly network feed schedule and program rights information

**ACHIEVEMENTS**

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Lifeline Systems Inc.

- Reduced fulfillment operations by 20% by negotiating contract terms with new fulfillment partner
- Saved \$3.5 million by identifying and implementing design and print cost efficiencies

Net-Temps Inc.

- Established more than two-dozen partnerships/alliances through aggressive negotiations, which resulted in no monetary cost but enhanced company's visibility

KNDU (NBC)

- Re-defined the production of the weekday morning newscast leading it to the number #1 spot in the Tri-Cities television market

**SKILLS**

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Microsoft Word	Photoshop
Excel	Illustrator
Access	Quark
Power Point	

**LANGUAGES**

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Proficient in French/Creole

**EDUCATION**

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1993	Emerson College	Boston, MA
	B.A. Mass Communications	

**REFERENCES**

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Available Upon Request