

GeGe Mix, Partner

Experience
onDemand



GeGe has over 30 years of experience in business strategy, marketing and communications planning, training design and delivery, and project management. She is experienced in all marketing disciplines including market research and analysis, digital marketing, loyalty marketing, advertising, corporate communications, sales promotion, social media and public relations. .

GeGe is a strong proponent of using data to design effective marketing strategies and to identify metrics that can be used to measure success when strategies are implemented.

Areas of Expertise:

Marketing Research, Analysis & Strategy

Establishes and prioritizes marketing initiatives to achieve target objectives

- Researches and defines target market segments by potential LTV (lifetime value), demographics, psychographics and behavior triggers.
- Designs/implements acquisition and retention initiatives based on profile demographics of high potential segments
- Develops pro forma to project ROI scenarios and manage budget

Communications & Branding

Develops brand identity and consistent messaging for all communications

- Establishes brand “personality,” positioning and differentiation strategy
- Develops consistent core message, tone, and “look” for all communications
- Identifies appropriate media and delivery channels for all communications
- Creates ongoing two-way communications dialogue with target audience.

Project Management

Provides direction and support for integrated delivery of all program elements

- Continuously monitors program progress and identifies/resolves barriers.
- Maintains two-way communications with stakeholder and project team
- Manages budget, milestones and quality for all project deliverables.

Client Experience

Fish Window Cleaning Services, Inc.—Targeted marketing programs to assist 200+ national franchisees in acquisition of new high potential customers.

General Motors—Cultural Assessment of Dealer candidates for new franchises

Better Business Bureau – Strategic Communications Plan, National Branding Committee, Benchmarking/Best Practices Survey of 2500+ Accredited Businesses.

Maritz—Loyalty/Database Marketing program design/management for Holliday Inn, Catalina Marketing, General Foods, AT&T, Toyota, John Deere, NAPA, Avon

Professional Experience:

<u>Organization</u>	<u>Title</u>	<u>Dates</u>
• MARKETINGbyMIX	Managing Partner	2009 - 2014
• AAIM Management	VP, Marketing	2007 - 2009
• Better Business Bureau	Communications Director	2006 – 2007
• Maryville University	Adjunct Faculty	2006 - present
• Dazor Manufacturing	VP, Sales & Marketing	2004 – 2006
• Microsoft	Field Marketing Manager	2002 - 2003
• Maritz	Consultant, VP of Marketing	1984 - 2002

Education:

B.S.J./Advertising,	University of Kansas
M.B.A./Marketing,	Maryville University
Customer Value Marketing,	Kellogg School of Management, Northwestern University