

TERESA KRAMER-BURGESS, CAE

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STRATEGIC MARKETING EXECUTIVE

Creative and analytical marketer with 20 years of experience developing marketing strategy and tactics for membership associations and corporations. Skilled in using messaging, testing, research, and metrics to maximize results. Strong experience launching and rebranding products.

- Membership Marketing
- Strategic Planning
- Direct Mail
- Member Engagement
- Social Media
- Digital Marketing
- Branding
- Event Marketing
- Copywriting

PROFESSIONAL EXPERIENCE

Marketing/Communications Consultant 2004–present
Projects include member acquisition and retention, event marketing, strategic marketing plans, social media campaigns, branding, value propositions, audits, content marketing, copywriting, and PR.

- **Independent:** American Bar Association – Section of Taxation, National Press Photographers Association, McKinley Marketing Partners, and TorchLight Hire.
- **Gavilan & Associates:** American College of Osteopathic Surgeons, American Nurses Association, American Society for Parenteral and Enteral Nutrition, California Association of Marriage and Family Therapists, Disability Management Employer Coalition, HomeAid Northern Virginia, Licensing Executives Society, Society for Simulation in Healthcare, and Society of American Military Engineers
- **The Maia Marketing Group:** American Association for Clinical Chemistry and Network of Executive Women

Marketing Copywriter/Project Manager (Contractor) 2016–2017
ASCD, Alexandria, VA

Professional association specializing in professional development for educators, 200 employees.

- Developed strategic print, digital, social media, and video campaigns for publications, membership, and events including relaunching ASCD Annual Conference as “Empower.”
- Rebranded consulting services and produced materials for the national sales team.
- Contributed to the team that developed and marketed a digital product in eight weeks—generating over \$100,000 in advance sales.

Account Supervisor

Marketing General Incorporated, Alexandria, VA 2010–2012
Full-service marketing agency specializing in membership growth for associations, 55 employees.

- Developed marketing plans and implemented integrated multi-channel programs utilizing direct mail, email, print and online marketing collateral, online lead generation, press releases, and blogs for clients representing the medical, educational, fitness, and aviation industries.
- Identified opportunities for clients through strategic marketing/communications audits.

Marketing/Communications Manager (Contractor)

National Business Travel Association, Alexandria, VA 2005–2010
Professional association representing travel managers, \$12 million budget, 40 employees.

- Developed marketing collateral for annual convention generating 70% of association’s budget and the largest source of new members. Wrote marketing plans, developed budgets, selected lists, wrote copy, and selected/managed designers and printers.
- Increased convention attendance 30% from 2006 to 2008.
- Wrote and managed the production of print and electronic collateral for sponsorships, exhibits, advertising, membership, education programs, and domestic/international events.

Theresa Kramer-Burgess, CAE

PAGE TWO

Director, Internet Communications

Printing Industries of America, Inc., Alexandria, VA

2000–2004

Trade association representing printing and graphic arts, \$15 million budget, 90 employees.

- Managed all aspects of the Graphic Arts Information Network (GAIN) website including content development, strategic partnerships, and technical management.
- Increased monthly user sessions nearly 300% through contests, e-newsletters, articles, and marketing collateral.
- Awarded “Employee of the Quarter” October 2002 and Honorable Mention for the President’s Award (Employee of the Year) December 2001.
- Promoted to department head and member of the Executive Management Team.

Director, Product Marketing and Electronic Publishing

Edison Electric Institute (EEI), Washington, DC

1997–2000

Trade association representing electric utilities, \$52 million budget, 240 employees.

- Oversaw department budget including \$300,000 in digital sales/subscriptions. Marketed EEI Online, a digital subscription service. Launched six new products.
- Marketed print products and services produced throughout EEI—generating nearly \$500,000 in annual sales. Increased revenue of *Statistical Yearbook*, a mature product, by more than 45%.
- Moved billing/collection of digital subscriptions in-house, resulting in a reduction of accounts receivables from \$60,000 to under \$20,000.
- Reduced accounts receivables for publications by \$200,000. With fulfillment house move, further reduced accounts receivables to less than \$5,000.
- Managed overall concept and content of website.
- Supervised three full-time employees.

SPEAKING ENGAGEMENTS

- 2019 ASAE MMCC - *10+ Ways to Keep Members*
- 2019 ASAE Reston Idea Swap – *Partners in Product Development: You and Your Members*
- 2018 ASAE MMCC - *10 Ways to LOSE Members!*
- 2014 ASAE Annual Convention - *Making an Impact with Your Membership Materials*

CERTIFICATIONS AND TECHNICAL SKILLS

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| • Certified Association Executive (CAE) – ASAE | • Canva |
| • Inbound Certified – HubSpot Academy | • Hootsuite |
| • Social Media Certified – HubSpot Academy | • Google Analytics |
| • Higher Logic (Informz) | • Basic HTML |
| • Constant Contact | • Basic Design |

VOLUNTEER WORK

Social Media, Volunteer Alexandria

2017 – Present

- Develop copy and graphics for posts to recruit and recognize volunteers, solicit donations, and provide emergency preparedness information on Facebook, Twitter, and Instagram.
- Spring 2020 fundraising campaign exceeded goal by 240%.
- Helped recruit 5,500 volunteers during first five months of COVID-19.
- Recognized as Daily Point of Light #6839.

EDUCATION

B.A., University of Maryland, College Park, MD
Major: English Literature; Minors: Marketing and Photojournalism