

DEBRA HRYNYK

Phoenix, AZ 85086

480-390-8061

deb@wcmarketingdesigns.com

PROFILE: Accomplished, multi-career leader who is self-motivated and results driven in both B2B and B2C environments. Experienced in finance, marketing and sales, graphic design, website design, public/social media, communications, video production, operational management, account/client relationship ownership, and call center operations/management.

Areas of Achievement and Expertise:

Operations Management	Communications/Design	Training/Coaching/Performance Development
Relationship Management	Recruitment & Retention	Brand Development & Management
Retirement Education	Social Media	E-Commerce Campaign Development
Strategic Marketing & Sales	Budget/Expense Management	Call Center/Customer Service Operations

Affiliations: Board of Directors, Marketing Chair – Angels on Patrol, 2016-2019
Volunteer, Social Media & Advertising Consultant/Designer– Arizona Border Collie Rescue, 2016-Present

Education: Bachelors - Studio Arts, Florida State University
FINRA Series 6 and 63 Licensed, Non-Active
Six Sigma Trained

Software: PC and Macintosh Proficient - Microsoft Office, Adobe Creative Suite, MailChimp/Constant Contact, Photoshop, Salesforce, WordPress, Pardot, and others

PROFESSIONAL EXPERIENCE:

W&C Marketing & Designs, LLC (2017- Current)

Owner/ Independent Consultant/Freelancer/Contractor (<https://www.wcmarketingdesigns.com>)

I am a behind the scenes, hands on Marketing Executive for firms/non-profits. I create/handle all aspects of design, eCommerce, social media, campaigning, websites, and copywriting. I am also a freelance designer for any project big or small.

Creative High-End Design	Company Branding	Strategic Marketing Initiatives	Website Design & Management
Publications	Ghost Writing	E-Commerce & Ad Campaigns	Social Media Messaging & Management
Visual Marketing Proposals	Photographer	Video Creation & Production	Public Relations

Public Safety Financial/Galloway (2014-2018)

Marketing Executive (CMO)

Led marketing department and was hands-on from initial strategy to deliverable. Responsible for sponsorship/community involvement, external partnerships for sales promotion, copywriting, Salesforce/Pardot as it related to qualified leads, print/video production, social media messaging/management, web design/maintenance and was a communications/design expert creating collaterals, videos, and e-commerce campaigns.

- Established first marketing budget including expense tracking procedures to provide ROI data for future expense/profit projection alignment: RESULT: All sales budget management was realigned under marketing responsibility and saw cost reduction in all categories.
- Designed Arizona Fallen Firefighter Memorial Book for the 2015 Arizona Firefighters & Emergency Paramedics Memorial Commission

Beneco Trust Company (2010-2014) - (Company sold in 2014)

Director, Marketing (MarCom) & RFP

Led marketing department to exceed sales & profit goals through communications, association relationships, campaigns, and site development.

- Eliminated all excess vendor costs. RESULT: Immediate \$10K in cost savings with continued reduction in costs each year.
- Structured and designed company's RFP program. RESULT: \$1M initial assets in first use with additional 21 clients won in 6 months.
- Restructured and expanded marketing/sales lead generation process. RESULT: Nearly \$30M in potential leads within first year. Company client wins that resulted directly from Marketing campaigns increased from under 5% (2010) to 82% (2013).
- Wrote, directed, and co-produced three bilingual retirement enrollment videos. (First in Prevailing Wage Industry.)
- Developed and was responsible for all aspects of company's client national convention & golf tournament (3-day) - strategy to deliverable
- Reorganized Participant Call Center to be an education-based center through gap analysis results, forecasting, dashboard and script creation, coaching, and VOC. RESULT: \$3M retained and grossed within three months. *Only led for six months until new manager was hired.*

Vanguard, Scottsdale, AZ (2000-2010)

Operations Manager, Financial Advisory Services

Managed site Contact (Call) Center and Conn teams through process improvements, performance management, and risk management.

- Maintained strong matrix management through day-to-day activities and employee career development. RESULT: 25% employee promotion rate within the first nine months.
- Organized and designed a cross-site Rewards and Recognition Program. RESULT: Increased employee morale and recognition deliverables.
- Handled all client escalations, adjustment approvals, and was the “Relationship Manager” for an additional 1500 clients.

Operations Site Department Manager, Institutional Asset Management

Oversaw Contact (Call) Center, data processing, dashboard reporting, and Implementations Services (new business on-boarding, mergers and fund activity) teams.

- Backup Site Manager for Financial Advisory Services – responsibility included all client escalations, account adjustment approvals, and employee support.
- “Relationship Manager” for 1300 Institutional Asset Management Clients – responsible for all client needs, involvement, and solutions.
- In a collaborative effort, developed trade verification process, which led to meeting department quality goals within three months.
- Instrumental in implementing forecasting tools resulting in productivity improvements and dramatically reduced transaction carry-over rates.
- Appointed Lead Site Manager for Employee Career Development. RESULT: Facilitated multiple career-focused workshops and re-branded online publication within the AZ site to promote career development and educational courses, which led to U.S. and International company-wide distribution within the first year.

Client Relationship Manager, Participant Services

Led one of three problem resolution teams to exceed department goals within first eight months. Was responsible for 42% of client and participant relationships – nearly three million accounts.

- Successfully turned an underperforming team into a high performing team through intense competency coaching and development, which led to superior production performance, positive client experience, and 33% employee promotion rate within the first year.
- Spearheaded Transaction Resolution (Outbound) team through the startup phase to full problem resolution team through policy/procedure, competency development, and successful recruitment.
- Appointed Site Steering Committee Member – Vanguard United Way Campaign for two years. Developed Communications Committee to provide timely & informative information for all site employees to increase donation and involvement levels.

Operations Supervisor, Recordkeeping Services (Processing Trades & Data Management)

Led a team to top-notch performance in processing productivity and quality rates through performance management, competency coaching, and motivation. Exceeded department goals within first year and built cross-site relationships increasing positive client experience.

Production Coordinator, Creative Services (Education)

Responsible for art direction, branding, and trafficking of all four-color print and web publications through vendor management, expense management, and industry experience. Managed production of the first Vanguard client website, which led to vendor cost discount of 10% and creation of corporate procedures. Introduced direct-to-plate print process use, reducing overall costs by 25%.

Adcom Communications, Inc., Phoenix, AZ (1999-2000)

Art Director

Led a creative department out of failure (\$600K in debt). Was solely responsible for re-branding company image and trust effort in the valley through vendor relationship and design/production excellence resulting in 100% removal of prepayment vendor costs.

Platinum technology, Inc., Scottsdale, AZ (1998-1999) - (Company sold in 1999)

Marketing Design Project Manager

Supervised creative team to exceed company expectations in design and production of marketing and educational tools while supporting 250 sales employees with materials positively impacting sales numbers and company profit goals. (Formerly, Mastering Computers.)

First Marketing Company, Pompano Beach FL (1993-1997)

Art Director

Led main telecommunication team for print and web design. Additionally designed, marketed, and produced web/print communications in nine other markets exceeding client expectations and impacting sales growth. (Key Clients: **Citibank, MasterCard, Hyatt Hotels, Best Western.**)