

JOCI STAUFFER

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SUMMARY: I SCALE BUSINESS RESULTS USING DATA + CREATIVITY.

An innovative, collaborative, and results-driven Marketing Executive and Strategist. Employs both art (creativity and insights) and science (data, metrics, and testing) to solve strategic and tactical challenges. Excels at launching and reinvigorating brands/products and managing omni-channel campaigns. Uses data-driven brand storytelling to drive measurable growth and consistently exceed objectives. Experienced with start-up, mid-size, and Fortune 50 companies in corporate marketing, ad agency, and consultant roles.

- Marketing Strategy
- B2B and B2C Marketing
- Product, Solution, and Portfolio Marketing
- Omni-Channel, Integrated Campaigns, Digital & Traditional
- Go-to-Market (GTM) Planning
- Marketing Data, Automation, AI, & Analytics
- Sales Comms, Training, Support
- Customer Acquisition & Retention
- Customer Experience & Engagement
- Design Thinking & Innovation
- Leader, Coach, & Mentor

HIGHLIGHTED CASE STUDIES

Scaled a trial product to nationwide distribution with 6x sales in one year, bringing together three Divisions, a dozen regions, and hundreds of players inside and outside a Fortune 50 company.

Created a health insurer's prep for healthcare reform, including a first-of-its kind retail store, a new marketing department, and a complete rebranding. Identified and supported the most impactful and costly health conditions.

Cut advertising budget from \$14MM to \$3MM; saved \$11MM while maintaining the same effectiveness and higher recall than main competitor who was spending 6x more.

EXPERIENCE

COMCAST, Philadelphia, Pennsylvania

Director, Prepaid Marketing / Video Service Product Sales and Promotions, 2015-2018

Tapped by Comcast to lead marketing for Xfinity's new Prepaid products: end-to-end Internet and TV acquisition, retention, and remarketing, as well as customer experience optimization in online, retail, and telesales channels.

- Combined data with qualitative and quantitative research to segment and target audiences, improve customer experience, and increase cross-sell, up-sell, and new sales conversions. Outcomes included 4x direct mail acquisition and 2x telesales conversion improvements, among others.
- Led digital initiatives, including the revamp of xfinityprepaid, app development, and SEM/PPC/keyword search, display, social, and retargeting campaigns.
- Launched Boost Mobile distribution partnership; co-branded media, point-of-sale, online, and sales support.

ACCOLADE, Plymouth Meeting, Pennsylvania

Marketing Manager, 2014-2015

Created marketing plans and tactics for healthcare navigation start-up; led agency selection and management.

- Launched a funnel-based marketing approach to increase customer engagement and prove cost savings.
- Developed new segmentation strategies, value propositions, and communications to address highest-value cost and satisfaction factors.
- Revamped consumer touchpoints for improved and consistent experiences, including online portal and IVR.
- Wrote upgraded RFP/RFI responses for new business prospects.

CAPITAL BLUE CROSS, Harrisburg, Pennsylvania

Manager, Marketing Strategy and Customer Experience, 2012-2013

Promoted to optimize customer experience and shape company's overall strategic direction for marketing and health care reform. Delivered new marketing and customer experience strategies, web shopping portal architecture and design, and communications plans by audience to handle impacts of industry-wide health care reform.

- Identified need for and directed development of new consumer education and member onboarding.
- Managed customer analytics and target segmentation; developed strategies to improve sales and loyalty.
- Led cross-functional corporate strategy team to educate consumers on health care reform changes.

Manager, Brand Strategy and Advertising, 2008-2012

Shaped company's strategic direction, relaunched brand, created new retail store brand, and managed multimillion-dollar advertising campaigns.

- Led rebranding of company and all integrated marketing and advertising campaigns.
- Directed branding and launch of first-of-its-kind retail health insurance store and health/wellness destination.
- Introduced metrics-driven, direct-response marketing for new consumer products, with continuous optimization; doubled direct-channel membership in first year.
- Ran agency search process, managed roster agencies (branding and advertising, media, and direct response), and saved \$2.1 million by renegotiating agency contracts and reengineering content production.
- Selected by senior management to lead cross-functional corporate marketing strategy team. Designed a high-performance marketing department, roles, processes, and ongoing optimization.

Senior Communications Consultant, 2005-2008

Hired from ad agency. Served as chief of staff, charged with high-level assignments.

- Supervised strategic development, design, and production of all advertising and marketing materials.
- Led special projects, including a customer loyalty program, content for an Emmy-award-winning television health series, communication tools for the company's million members, and corporate sponsorships.

ADDITIONAL EXPERIENCE: ADVERTISING AGENCIES

RESNIKOFF/WEIGHTMAN AND THE WEIGHTMAN GROUP INC., Philadelphia, Pennsylvania, **Senior Account Manager**, 2004-2005. **Account Manager**, 2000-2004. Consulted for and managed business-to-consumer (B2C) and business-to-business (B2B) accounts, including Capital BlueCross; CertainTeed Roofing and Insulation; and Wireless To Go retail stores. Led new business team and developed data-informed targeting of prospective clients.

RT&E INTEGRATED COMMUNICATIONS, Wilmington, Delaware, **Account Executive**, 1998-2000.

KELLY MICHENER, Lancaster, Pennsylvania, **Account Executive**, 1996-1998.

EDUCATION

THE PENNSYLVANIA STATE UNIVERSITY, University Park, Pennsylvania

B.A., Advertising (with Highest Distinction and with Honors); Minor in Speech Communication

CERTIFICATIONS

NORTHWESTERN/KELLOGG, **Digital Marketing Strategies: Data, Automation, AI & Analytics**, May 2020.

IDEO U, **Foundations in Design Thinking Certificate**, July 2019.