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| |  |  | | --- | --- | |  | Corinna Tutor  Executive Vice President, Marketing | | |
| |  |  | | --- | --- | |  | Profile Dynamic marketing executive with years of extensive experience driving growth and innovation across diverse industries. Proven expertise in establishing robust brand strategies and integrated marketing campaigns that significantly enhance market presence and lead generation. Adept at leveraging data-driven insights to optimize performance and ROI while managing high-performing teams to foster collaboration and creativity. Skilled in digital strategy, brand management, and customer engagement, consistently achieving impactful results and expanding market reach. Passionate about cultivating strategic partnerships and executing initiatives that propel business success in competitive environments. | |  | Employment HistoryVice President, Marketing at Procon Analytics April 2016 — Present   * Established corporate branding, messaging framework, and guidelines for Procon Analytics and its SaaS platform, driving a cohesive market presence. * Created brand identity and go-to-market strategies for IoT solutions in asset management, vehicle finance, new car franchise markets, including CDS, Elo GPS, CarRx, Advantage GPS, SmartLot, SmartClime, HOS Reporter and Ryken. * Designed sales enablement tools such as pitch decks, forms, calculators, pricing books, and collateral to support sales teams. * Increased lead generation and ROI by 15-20% YoY through integrated campaigns leveraging SEO, PR, event management, content management and direct response marketing. * Developed and managed portfolio websites, crafted SEO-optimized content, integrated lead forms with Salesforce, and utilized Google Analytics to track performance and drive lead generation. * Managed B2B and B2C social media and paid ad platforms, developed content strategy, and oversaw paid social ad campaigns to drive audience growth, engagement, and lead generation. * Spearheaded marketing pilot strategies that scaled CDS (new car franchise market) to $68M and Advantage GPS (vehicle finance and fintech market) to $16M, driving significant business growth. * Cultivated strategic partnerships with 20+ state and national associations to enhance brand reach and drive collaboration. * Led the strategy and execution of 20+ national and local trade shows, aligning event experiences with marketing objectives to drive brand engagement and business growth. * Developed data-driven presentations, enhancing vehicle finance training programs and strategic partnerships.  Vice President, Integrated Marketing at Spireon October 2011 — July 2015   * Led the rebranding of Procon GPS to Spireon, transitioning from a house of brands to a branded house strategy for stronger market positioning in the vehicle finance, fleet, asset management and transportation space. * Developed the brand identity for NSpire SaaS platform, ensuring a cohesive and impactful brand presence. * Built and led shared B2B marketing services, encompassing product marketing, digital strategy, trade shows, PR, social media and communications. * Developed and executed marketing strategies that expanded the subscriber base to 2.4M users, driving $150M+ in revenue growth. * Managed a 15-person marketing team, fostering a collaborative and high-performing culture. * Strategically planned and managed 30 national, state, and race-focused marketing events, driving brand visibility and audience engagement across diverse markets. * Launched a Net Promoter Score (NPS) program to improve customer satisfaction and loyalty. * Optimized campaigns using SEO, PPC, and Google analytics, increasing campaign ROI by 30%. * Partner with sales and product teams to align marketing strategies with business objectives, driving growth and market impact.  Director of Global Services at HID Global, Inc. July 2008 — October 2011   * **Executed a global web strategy** that boosted international leads by **50%** while reducing **cost-per-click by 25%**, optimizing marketing efficiency for **access control, biometric identification, cashless payment solutions and identity & access management (IAM) solutions**. * **Led demand generation campaigns and SEO strategies**, increasing HID’s online visibility and customer acquisition for **RFID, digital security & encryption, and real-time location technologies**. * **Expanded HID’s global digital presence** by developing **10 multilingual websites**, enhancing customer engagement across international markets for its diverse security product portfolio. * **Managed a cross-functional team of 7**, including SEM specialists, creatives, and web developers, to execute integrated marketing campaigns supporting **physical security, authentication, and encryption solutions**. * **Partnered with international sales and product marketing teams** to align marketing strategies with **secure identity, access control, and biometric verification** solutions, driving revenue growth across diverse markets. * **Collaborated with security and sustainability teams** to design and develop **custom portals**, streamlining access to **critical resources for cybersecurity, identity access, and digital authentication** initiatives.  Creative Director, Director of UX at Autobytel, Inc. January 2007 — June 2008   * Enhanced consumer engagement by optimizing the user experience (UX) and executing data-driven demand generation strategies, driving higher conversions and retention. * Led and mentored a high-performing creative team of five to develop cohesive, brand-aligned marketing assets that drove business objectives and market impact. * Partnered with product management to develop D2C data-driven customer personas for the automotive industry and design strategic user interfaces, optimizing engagement and aligning with target audience needs. * Developed and launched MyGarage and a social engagement platform, increasing consumer interaction and strengthening brand loyalty.  E-commerce Channel Manager and Creative Director at Answer Financial March 2005 — August 2006  Managed end-to-end D2C marketing lifecycle campaigns in the insurance and finance sectors; led promotional strategies for affinity programs, facilitated listening labs, focus groups, and user surveys, and implemented a structured A/B testing strategy.   * Increased Demand Generation - - HSBC and Capital One campaigns increased leads by 5%- -8%. * Optimized Lifecycle Marketing - - User input and A/B testing drove conversions by 12% and retention by 5%.  Creative Services Director at CEIVA Logic, Inc. January 2003 — March 2005   * Led design of a new D2C digital photo frame product line launched in 2005. * Designed and produced consumer packaged goods for retail distribution. * Designed and optimized the company’s e-commerce website. * Improved online purchases by 4% through updated shopping cart creative and strategic receipt-based offers.  Creative Director at LowerMyBills.com January 2002 — August 2002   * Developed project workflow and introduced new MarTech tools, enabling the team to successfully manage over 50 new requests per week. * Directed design and content development for new email templates, driving over $1 million in company revenue. * Drove A/B testing for D2C demand generation campaigns, increasing pipeline growth and contributing to revenue impact.  Creative Director at eVoice, Inc. January 2000 — October 2001   * Managed D2C Retention Programs - - resulting in an increase in consumer retention by 35%. * Expanded Customer Base - - by 30% through strategic online initiatives. * Reduced Employee Churn - - by 100% through management by objectives and incentives. * Built and managed a team of 10 print and digital media designers, developers and copywriters.  Creative Director at Jenny Craig, Inc. January 1995 — January 2000   * Increased D2C Retention - - by 15% through more personalized program materials. * Increased Productivity - - by 25% through implementation of a project management process. * Spearheaded New Retail Store - - designed and successfully open new prototype retail store. * Increased Revenues - - by 10- -35% through development of 6 counter seasonal promotions. | |  | EducationBA, University of Iowa, Iowa City August 1983 — June 1988  Bachelor of Arts, Communication Studies  Minor, Business Administration | |  | Details HUNTINGTON BEACH, CA 415.606.5951  [corinna.tutor@gmail.com](mailto:corinna.tutor@gmail.com) Links [About Me](https://tutorinteractivedesign.com/)  [LinkedIn](https://www.linkedin.com/in/corinnat/) Skills  |  |  | | --- | --- | | Decision Making | | |  |  | | Adaptability | | |  |  | | Teamwork | | |  |  | | Communication | | |  |  | | Ability to Work Under Pressure | | |  |  | | Marketing | | |  |  | | Knowledge of Campaigns | | |  |  | | Strategic Thinking | | |  |  | | Search Engine Optimization | | |  |  | | Brand Management | | |  |  | | Team Working | | |  |  | | Advertising Campaigns | | |  |  | | Google Analytics | | |  |  | | Social Media | | |  |  | | Sales | | |  |  | | Software as a Service | | |  |  | | Event Management | | |  |  | | Global Positioning Systems (GPS) | | |  |  | | Business to Business Commerce | | |  |  | | Content Management | | |  |  | | Content Strategy | | |  |  | | Direct Marketing | | |  |  | | Sales Development | | |  |  | | Generation of Leads | | |  |  | | Knowledge of Finance | | |  |  | | Franchising Skills | | |  |  | | Presentations | | |  |  | | Salesforce.Com | | |  |  | | Strategic Alliances | | |  |  | | Training Activities | | |  |  | | Internet of Things | | |  |  | | Asset Management | | |  |  | | Strategies of Pricing | | |  |  | | Assistive Technology | | |  |  | | Creativity | | |  |  | | Employee Retention | | |  |  | | Business Planning | | |  |  | | Demand Generation | | |  |  | | Integrated Marketing Communications | | |  |  | | Product Marketing | | |  |  | | Revenue Growth | | |  |  | | Sales Promotion | | |  |  | | Search Engine Marketing | | |  |  | | Communication Skills | | |  |  | | Retail Commerce | | |  |  | | Creating Prototypes | | |  |  | | Project Management | | |  |  | | Communication Studies | | |  |  | | Strategies of Marketing | | |  |  | | Customer Relationship Management | | |  |  | | Business Administration | | |  |  | | Business Marketing | | |  |  | | Digital Strategy | | |  |  | | Product Positioning | | |  |  | | Subscription Management | | |  |  | | Web Strategies | | |  |  | | Customer Satisfaction | | |  |  | | Multilingualism | | |  |  | | Acquisition of Customers | | |  |  | | International Sales | | |  |  | | Safety Principles | | |  |  | | Sustainability | | |  |  | | A/B Testing | | |  |  | | Product Lines | | |  |  | | Shopping | | |  |  | | E-Commerce | | |  |  | | Product Management | | |  |  | | Target Market Selection | | |  |  | | User Experience | | |  |  | | User Persona | | |  |  | | Surveys | | |  |  | | Focus Group | | |  |  | | Consumer Engagement | | |  |  | | Digital Marketing | | |  |  | | Innovation | | |  |  | | Automation | | |  |  | | Data Analysis | | |  |  | | Electronic Mailing | | |  |  | | Passionate | | |  |  | | Marketing Collateral Material | | |  |  | | Public Relations | | |  |  | | Strategic Management | | |  |  | | Artificial Intelligence | | |  |  | | Budgeting Skills | | |  |  | | Customer Service | | |  |  | | Diversity Awareness | | |  |  | | Leadership | | |  |  |  Languages English |