

Rachel Simms-Malfetti

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Advertising & Marketing

Account Management ~ Supervision ~ Strategic Planning

Highly productive and innovative professional with a proven background in conceiving, designing, introducing, and implementing successful cutting-edge strategies to drive brand awareness and increase sales.

High-energy, results-oriented leader with a talent for building cohesive teams. Strong problem-solving skills. Able to manage time-sensitive projects with multimillion-dollar budgets. Excellent communication and interpersonal skills.

Adept at launching new brands and identifying methods that extend the life of existing brands. Combine a passion for marketing with a commitment to contributing to an organization's bottom line.

Competencies Include

- ◆ Product Advertising & Marketing
 - ◆ Human Resources
 - ◆ Leadership & Supervision
 - ◆ Research & Analysis
 - ◆ Relationship Management
 - ◆ Pre- and Post-Awareness Testing
 - ◆ Competitive Analysis
 - ◆ Strategic Planning & Implementation
 - ◆ Staff Training & Development
 - ◆ Brand Awareness
 - ◆ Account Budget Administration
 - ◆ Bottom-line Financial Results
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Professional Experience

Fritz Borg Myron, Parsippany, NJ (2000–Present)

Global provider of general and specialized health-care advertising with offices throughout Europe, Asia, North America, and South America

Vice President and Group Account Supervisor

Partner with clients including Schering Plough and Bering Products to develop strategic direction and innovative campaigns/programs that communicate strategy. Collaborate with Client, Executive Committee, Strategic Director, Account Executive, Art Director, and Copywriter in implementing advertising/marketing strategies. Interact with diverse Agency divisions, including Medical Education and Managed Care.

- Directed strategic direction for launch of Coldex, which achieved the #1 ranking among cold sore remedies in less than one year.
- Spearheaded the implementation of strategy driving Citrucel to the #1 recommended brand of fiber therapy. Currently collaborating with client to evolve positioning and launch campaign for two line extensions.
- Conceptualized and recommended strategy for calcium brands. Managed launch campaign for Tums Calcium, identifying an untapped market.
- **Recipient of Schering Plough Pyramid Award for outstanding service.**
- Led Agency team to win new business with Bering Products for Chlomina, resulting in additional new business within three months, as well as an invitation to pitch for new brands scheduled for launch in 2004.

Rumson Eastmer Gunn & Partners, New York, NY (1996–2000)

A Fifth Avenue-based advertising agency that implements brand essence to identify and sell rational attributes of a brand in an emotional manner that connects with today's consumers

Vice President of Business Development (1999–2000)

Identified new prospects and created dynamic presentations to win new business. Interacted closely with Executive Committee and members of senior management. Collaborated with PR firm to generate press for Agency.

- Played an integral role as a member of the Pitch Team in obtaining \$60 million in new business.