

# Marketing and Communications Manager

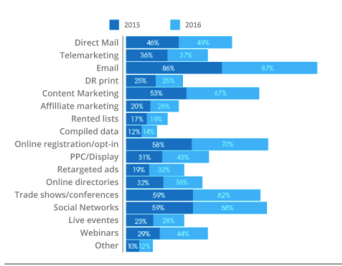


In charge of **PR and Marketing campaigns**. Developed successful direct marketing campaigns. Created TeleMKT department from concept to launch.

**Editor in Chief of AON newsletter**. Managed creative teams/outside agencies in design, production and distributions of print collaterals.

Directed market research related providing research-based marketing direction that **helped grow AON business**.

Channels Used for B2B Lead Gen



Source: Chief Marketer 2016 B2B Lead Gen Survey

Which are the best tactics for your business?

A recent study showed that generating more leads is the biggest challenge B2B marketers are facing.

