

ALI WARD

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SENIOR MARKETING MANAGER

Pro-active, results-oriented Marketer with a proven track record of growing programs by more than 20% in one year and generating positive ROI while identifying, acquiring, and retaining profitable customers. Unique blend of Marketing Strategy conception and execution, Project Management, Client Services, and Print Production. Adept at analyzing data to measure campaign performance against KPIs and glean insights. Exceptional ability to lead cross-functionally, build high-performing teams, develop talent, and foster and nurture strategic partnerships.

AREAS OF EXPERTISE

Direct Response (Email, Direct Mail) • Customer Acquisition • Lead Generation • Customer Retention • Marketing Strategy & Execution • Project/Program Management • Campaign Analysis & Reporting • Client Services • Print Buying/Print Production • Vendor Management • Cross-functional Leadership • Budgeting & Cost Control • Team Leadership • Talent Management

EXPERIENCE

MARKETING CONSULTANT, 2015-present – Ali Ward Consulting

Marketing consulting and contracting services. Specialties include strategic planning and execution, direct response marketing, project management and print production.

Representative experience:

- Intuit Small Business Group (2017) – developing contact strategy and driving direct response campaigns for QuickBooks Self-Employed.
- Intuit ProConnect Group (2015-2016) – drove E2E lead-generation direct response campaigns, interviewed and onboarded new employees, developed training documents and processes, developed reporting templates, determined quarterly and fiscal-year plans and goals.

SENIOR DIRECT MARKETING MANAGER, 2013-2014 – Intuit

Conceptualized marketing strategy and led cross-functional teams to execute QuickBooks direct response campaigns for Small Business Marketing group. Full ownership of strategy, execution, delivery, analysis and reporting. Managed \$2.4 million budget.

Key Accomplishments:

- Managed the 2 largest DR campaigns within the Small Business Division, with fiscal year performance indexing at 109% to forecasts.
- Received five Spotlight Awards for “Inspiring Through Action”, “High Performing Teams”, and “Driving for Results.”

DIRECT RESPONSE LEADER / SENIOR DIRECT MARKETING MANAGER, 2013 – Intuit United Kingdom

Direct Response Leader during 5-month rotational assignment. Built new team from the ground up; recruited, hired and assimilated team. Managed DR programs for all areas of UK business including Small Business, Payments, and Accountants.

Key Accomplishments:

- Conceived and executed the most successful UK QuickBooks campaign, generating a 5,108% ROI with units indexed at 367 to forecast and revenue indexed at 474 to goals.
- Drove the direct response efforts that successfully launched Intuit’s first-ever global payments product, Intuit Pay, with the product receiving the Best Industry Innovation Award and Best Small Business Innovation.

DIRECT MARKETING MANAGER, 2008-2013 – Intuit

E2E marketing campaign management that acquired and retained customers within the Small Business Division while reinforcing and building brand image. Managed internal and external partners, vendors, and ESPs to ensure on-time, on-budget delivery.

Key Accomplishments:

- Increased Tax Forms revenue by 17.7% in 2 years, as well as Checks and Supplies revenue by 21.9% in 1 year.
- Delivered 866% ROI on PSG direct response programs in FY2013.
- Consistent top performer; received 14 Spotlight Awards and exceeded established performance goals and objectives leading to a promotion to Senior Direct Marketing Manager.

CLIENT SERVICES MARKETING MANAGER, 2006-2008 – Intuit

Provided E2E strategic project management for QuickBooks, Quicken, and Payments product launches and campaigns, and client support for Business Unit managers. Trained and mentored junior team members, conceptualized new processes and implemented process improvements.

Key Accomplishments:

- Received six Spotlight Awards and the first-ever “Customer WOW Award” within the Marketing Services Organization for “outstanding and lasting contribution” and “proactive partnership.”

DIRECT MARKETING PROJECT MANAGER / PRINT PRODUCTION MANAGER, 2003-2006 – Intuit

Procured print and mail production services for internal Business Unit partners and provided project management for direct response campaigns, collateral material, packaging and advertising.

Key Accomplishments:

- Successfully negotiated contracts and service level agreements resulting in cost savings.
- Print Production Team recognized as “Strongest Performing Team” within Marketing Services Organization in FY06

PRINT BUYER & PRODUCTION SUPERVISOR, 2000-2003 – HD Supply

Managed Print Production team of 3 direct reports. Owned \$3M annual print budget and oversaw printing and mailing of all company marketing material. Responsible for performance and outcomes of team; recruiting, hiring, coaching and supervising staff; developing and nurturing relationships with outside vendors; and negotiating contracts and SLAs.

Key Accomplishments:

- Maximized profitability and departmental cost control by reducing printing and mailing costs 10%.
- Negotiated long-term printing contracts resulting in more than \$100K in recurring annual cost savings.

PRIOR EXPERIENCE

Print Buyer/Production Specialist, 1997-2000 – HD Supply

Print Production/Project Management Specialist, 1997 – Stratagene

Marketing Production Administrator, 1995-1997 – Academic Press

Advertising Coordinator, 1992-1995 – Academic Press

EDUCATION

- **Bachelor of Arts, Organizational Communication**, Pepperdine University
- **Graduate**, Women Unlimited TEAM Program