

# MARY RUSSO

## CURRICULUM VITAE



### A CREATIVE PROFESSIONAL WHO RESOLVES BUSINESS CHALLENGES

With over two decades of experience in marketing and communications, I have thrived in organizations diverse in their size, style and sector. I bring a proven track record in creating impactful campaigns, identifying new opportunities for growth and effectively managing projects.

### PROFILE



American  
Swiss C Permit



Born 25.2.1978  
43 years old



Married to Swiss native for 17 years  
5-year-old son with organized care

### GET IN CONTACT



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### AREAS OF EXPERTISE

- Marketing strategies and planning
- Internal and external communications
- Social media and website management
- Branding and graphic design
- Project management

### PERSONAL COMPETENCIES

- Native English speaker with B3 German
- Highly organized and resourceful
- Positive mindset and eager to try new things
- Creative and intuitive
- Strong communication and customer service skills

**MARKETING COORDINATOR (60-80%)**

8.2013 – 8.2021

INTERNATIONAL SCHOOL OF ZUG AND LUZERN (ISZL) | SWITZERLAND | [iszl.ch](http://iszl.ch)

*At one of the world's leading international schools, I have been responsible for the marketing and communications efforts that support its admissions and fundraising goals. As part of a small team, I worked collaboratively to increase the school's digital footprint, promote its new mission and vision, and further define its brand identity. For my first three years at the school, I worked as an Office Assistant in its main office before being promoted to a position that better fit my skills and experience. My responsibilities included:*

- **MARKETING:** Executed comprehensive marketing plans to build the school's reputation, which included digital marketing, special events, advertising, and other promotional strategies; Key campaigns were for the Early Years program, fundraising and international teacher recruitments; Conducted market research and identified trends; Received year-over-year increase in marketing budget by demonstrating high ROI to school leadership.
- **COMMUNICATIONS:** Oversaw the creation of two annual publications (Magazine and Annual Report) as well as annual reference guides for students; Helped to formulate and promote the school's new mission and vision; Prepared presentations and collateral for senior leadership; Wrote internal and external communications; Created and edited copy for various channels to ensure a consistent voice.
- **DIGITAL AND SOCIAL MEDIA:** Contributed to an integrated digital strategy focused on inbound and content marketing; Led the migration and redesign of ISZL website and portals with Finalsite; Managed search engine and online advertising; Oversaw ISZL's social media profiles.
- **BRANDING AND DESIGN:** Served as the custodian of the ISZL brand; Key projects included the redesign of the school's sports uniforms and branded merchandise as well as creating brand guidelines; Designed graphics and collateral; Worked in liaison with external vendors for photography, videography and graphic design.

**MARKETING COORDINATOR**

9.2009 – 12.2010

GOLD COAST TRANSIT | CALIFORNIA, USA | [goldcoasttransit.org](http://goldcoasttransit.org)

*Gold Coast Transit is a government-funded fixed route bus and paratransit service agency in Southern California. My responsibilities included:*

- **MARKETING AND EXTERNAL COMMUNICATIONS:** Received a 200% increase in marketing budget by demonstrating high ROI, increasing revenues and streamlining costs; Developed the agency's identity through cross-channel campaigns; Improved communication with ridership by developing a new alert system, upgrading the website and engaging in social media.
- **INTERNAL COMMUNICATIONS:** Strengthened communications with workforce and worker's union by means of print and e-newsletters, department presentations and special events; Motivated staff with a campaign based on their workplace and off-the-job achievements.
- **PUBLIC AFFAIRS:** Organized town hall meetings and media opportunities for government officials; Wrote press releases on behalf of BOD and executive staff; Developed quarterly news update to engage key stakeholders.
- **MEDIA RELATIONS:** Partnered with media outlets for cooperative marketing programs; Solicited speaking opportunities and media interviews for BOD and executive staff.

**MARKETING MANAGER**

9.2006 – 9.2009

'THE BAKERSFIELD CALIFORNIAN' | CALIFORNIA, USA | [Bakersfield.com](http://Bakersfield.com)

*'The Bakersfield Californian' is an award-winning, family-owned newspaper group in California's Central Valley. Its daily flagship newspaper has a circulation of 35,000. My responsibilities included:*

- **PRODUCT DEVELOPMENT / CORPORATE STRATEGY:** Partnered with two Senior VPs to launch, promote and sustain new strategic products and programs for online and classified products; Helped to increase website traffic by 500% and triple online sales over the three year period; Acted as Partner Manager for the Yahoo! Newspaper Consortium.
- **MARKETING AND COMMUNICATIONS:** Executed frequent cross-channel marketing campaigns (focused on educating end-users on how to share and enjoy the news online, increasing classified advertising sales and converting traditional print advertisers to online); Created brand identities and implemented awareness programs for new products and sales programs; Wrote and created the layout of a daily section front for the print newspaper.
- **SOCIAL MEDIA AND WEBSITES:** Leader within a team noted for developing its own content platform and spearheading the community journalism movement; Wrote blogs, maintained social media presence and used push technologies to promote all corporate products; Managed numerous websites.

**MARKETING MANAGER**

12.2004 – 8.2006

TOUCHSTONE REAL ESTATE GROUP | CALIFORNIA, USA | Now [WatsonRealty.com](http://WatsonRealty.com)

*Touchstone was California's largest independent real estate brokerage with more than 150 agents. My responsibilities included:*

- **TEAM MANAGEMENT:** Directed the staff of its in-house marketing agency during the height of the real estate boom.
- **MARKETING:** Executed comprehensive marketing plans and developed the brand for Touchstone corporate and its new home communities.
- **TRAINING:** Earned a real estate license and trained agents and corporate staff in the best practices for sales presentations and personal marketing.

**SALES AND MARKETING COORDINATOR**

5.2003 – 10.2004

BRAND FLOWERS | CALIFORNIA, USA | Now part of [bandhflowers.com](http://bandhflowers.com)

*Brand Flowers was a cut flower grower and distributor with farms in California and Mexico. My responsibilities included:*

- **MARKETING:** Designed sales collateral and print advertisements as well as organized trade show appearances.
- **SALES:** Assisted the VP of Sales and Marketing with sales reporting, invoicing and logistics.
- **RELATIONSHIP MANAGEMENT:** Successfully managed accounts for mass-market clients such as Kroger, Albertsons, Safeway, Trader Joe's and KaBloom.

**DIRECTOR OF ADMINISTRATIVE AND MEMBER SERVICES**

6.2001 – 4.2003

CAPS | CALIFORNIA, USA | [capsweb.org](http://capsweb.org)

*CAPS is a non-profit organization educating about the environmental impacts of overpopulation. My responsibilities included:*

- **COMMUNICATIONS:** Coordinated the production and distribution of its communications and assisted with external marketing campaigns.
- **WEBSITE:** Updated the agency's website with a new user interface and email alert system.
- **FUNDRAISING:** Lead fundraising efforts by managing private donations, soliciting new members and renewing expiring memberships.

**OFFICE AND PRODUCTION MANAGER**  
MCAVENE DESIGNS | CALIFORNIA, USA

6.2000 – 6.2001

*McAvene Designs was a costume and special effects house creating custom garments and puppets for the entertainment industry in Hollywood and Las Vegas. My responsibilities included:*

- **ADMINISTRATION:** Supported its Owner/Creative Director with office operations, bookkeeping and payroll.
- **RELATIONSHIP MANAGEMENT:** Oversaw the relationships with notable clients such as Disney, MGM, Fox, Lance Burton and Feld Entertainment.



Bachelor of Arts | History of Art and Architecture  
University of California, Santa Barbara | 1998-2000

Undergraduate Studies | Savannah College of Art & Design | 1996-1997

University Study Abroad Program | Florence, Italy | 1998

University Study Abroad Program | Salamanca, Spain | 1995



Graphic Design Program | University of California, Los Angeles Extension | 2000-2001

Online Advertising Certification | Yahoo Newspaper Consortium | 2010

Inbound Marketing Certification | Hubspot Academy | 2021

Social Media Certification | Hubspot Academy | 2021



## TECHNICAL ABILITIES

MS Office	Word, Excel, Powerpoint, Publisher, Outlook, Project
Google Drive	Docs, Sheets, Forms, Slides, Gmail
Adobe Creative Suite	Photoshop, Illustrator, InDesign
Web/CMS Tools	HTML, Finalsite, Joomla, Drupal, Wordpress, Wix, Hootsuite, Facebook for Business
Online Promotions	Google Ads, Yahoo APT, Omniture, SEA, SEO, social media, display, behavioral, email, mobile, content
Databases/CRM	Filemaker Pro, Access, iSams, Rediker, Relational, Etapestry



## LANGUAGE SKILLS

English	Mother tongue/Native
Swiss/High German	Intermediate – B3/C1
Italian	Beginner
Spanish	Beginner