



MARKETING DEPARTMENT RESPONSIBILITIES

1. Provide strategic marketing guidance to, and in collaboration with other Board Members, develop a strategic marketing plan to effectively market and promote the chapter, membership value, events and activities..
2. Produce or oversee production of print and digital marketing collateral and website sliders, including creating graphic images, designing layout, and writing copy.
3. Design, implement and manage chapter-wide and program specific email marketing campaigns.
4. Develop and maintain strong relationship with the Technology Director to ensure consistent branding and messaging.

THE MOST FUN THING ABOUT THE MARKETING ROLE?

Unbounded opportunity for creative expression, continued learning, collaboration with other amazing professionals, and positively impacting the image of the San Diego Chapter.

THE BIGGEST CHALLENGE THE MARKETING ROLE?

Coordinating disparate marketing interests into a cohesive and consistent strategy.

2018 GOALS

1. Expand marketing and content beyond just reporting about the events to come. Report pre and post event.
2. Expand marketing team and explore the value of starting a blog.
3. Post President's letter within 7 days of the month.

Check out all of the Board Members and learn more about becoming a Board Member yourself at:
tdsandiego.org/about/chapter_leaders_2018 and
tdsandiego.org/members_only/become_a_chapter_leader





SAN DIEGO CHAPTER
Association for
Talent Development



2018 MARKETING DIRECTOR
Nancy Carroll

Nancy is a marketing and business development professional experienced in digital and traditional marketing. Her experience includes international marketing and sales leadership positions at major software, data security and food and food packaging companies. She uses her experience to provide insights into the planning of training and marketing video productions at Groovy Like A Movie to help clients achieve the best ROI and results from their projects.

Areas of expertise include developing effective communications across multiple, synergistic platforms; team coaching and support; establishing and communicating strategic team roles, responsibilities, goals and deliverables.

Besides the professional satisfaction she gets from helping clients gain success through great video training and story-telling, Nancy enjoys paragliding, water-skiing, and meeting people through volunteering with ATD San Diego, SDAMA, the San Diego Opera and other associations. Please feel free to contact Nancy with relevant information you'd to share with ATD San Diego chapter members!

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