

CECILE A. REMINGTON

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PROFESSIONAL PROFILE

- Marketing professional with 10 years of experience in trade association, nonprofit and hospitality environments.
- Proven record in promoting events, products, and membership that increased brand awareness and sales.
- Achievement: Successfully marketed Neuroscience 2017 that yielded 30,000 attendees and resulted in a total revenue of \$7 million.

SKILLS

- Excellent Market Research, Editing, Diplomacy, and Presentation Skills
- Proficient in Social Media (Facebook, Twitter, LinkedIn and Instagram), Google Analytics, Power BI, Survey Monkey, Camtasia
- Mastery of MS Office (Word, Excel, Outlook, PowerPoint)
- Fluent in English and French

RELEVANT WORK EXPERIENCE

SOCIETY FOR NEUROSCIENCE

(Promoted to) DIRECTOR, MARKETING & SALES | WASHINGTON, D.C. | DEC 2016 – DEC 2018

MARKETING MANAGER, MARKETING & SALES | WASHINGTON, D.C. | DEC 2015 – DEC 2016

- Created numerous strategic marketing plans focused on membership, annual meeting, and scientific journals resulting in total revenues ranging from \$5 million to \$7 million.
- Generated advertising revenue totaling \$326, 041 (93% of FY18 goal) from advertising opportunities in the Society's journals-, annual meeting-, and membership- related products.
- Successfully marketed virtual conferences series yielding increased brand awareness and sales.
- Managed the Marketing & Sales budget of \$1.4 million.
- Led a team of 4 marketing specialists and 3 graphic designers while maintaining 100% in employee retention.

COPYRIGHT ALLIANCE

SOCIAL MEDIA & COALITIONS | WASHINGTON, D.C. | SEPT 2013 – DEC 2015

- Co-managed a range of social media campaigns (#Copyright225, "Selfie" Art Matters and My Creative Footprint) and/or events aimed towards current member base and recruiting prospects.
- Increased web traffic to company site by 75% through One Voice Creator Profiles interview series.
- Expanded engagement by 150% on all external Copyright Alliance social media channels – Facebook, Twitter, LinkedIn and Instagram.
- Wrote and disseminated regular communications with grassroots network, including regular updates and resources and Take Action Now petitions and campaigns.
- Managed numerous events for the Copyright Alliance ranging from artist-related events (Creative Rights Caucus, SXSW) to a Copyright Alliance Grassroots Road Show Tour and increased overall brand awareness.

SOFITEL LUXURY HOTELS

SALES & MARKETING | WASHINGTON, D.C. | JUN 2010 – JUN 2013

- Co-managed and cultivated relationships with top fashion and food influencers in the Washington, D.C. area for several high-profile events – *Elles by Gilles Bensimon photo exhibit* (200-person event), *Cheese Tasting Class Series* (25-person event), *Brigitte Bardot, BB Forever* (200-person event) and *De-Light* (30-person event).
- Managed production of a wide range of marketing communication collateral for hotel and food and beverage team (Monthly Concierge and Quarterly Food and Beverage newsletters).
- Acted as primary liaison with outside social media and PR firms, yielding an increase in hotel brand exposure nationally and locally.
- Assisted in establishing and growing high profile partnerships with organizations such as *Capitol File* and the *National Museum of Women in the Arts*.

US CHAMBER OF COMMERCE

MARKETING MANAGER, COMMUNICATIONS | WASHINGTON, D.C. | MAR 2007 – FEB 2010

- Re-branded the U.S. Chamber of Commerce’s Survey and Research Center into the Research and Analysis Center (RAC) resulting in expanded markets for RAC publications and allowing the Chamber to increase marketing services of RAC to members, Chamber divisions and external groups.
- Successfully marketed three Chamber publications—*Employee Benefits Study* (\$60,000 in revenue), *Employee Benefits Trending Analysis 1996-2006* (\$10,000 in revenue) and *Analysis of Workers’ Compensation Laws* (\$500,000 in revenue).
- Spearheaded marketing strategy and promotion for *U.S. Chamber Deals*, an exclusive discount program for Chamber members and employees.
- Bartered deals with national and inside-the-beltway publication contacts for *America’s Small Business Summit* advertising strategy, resulting in obtaining prime on-line ad placement.
- Conceptualized and wrote ad copy for the U.S. Chamber of Commerce for national and global publications.

EDUCATION

INTERNATIONAL UNIVERSITY OF MONACO, Monte-Carlo, Principality of Monaco
M.B.A., Marketing, Luxury Goods, 2006

UNIVERSITY OF WISCONSIN -MADISON, Madison, Wisconsin
B.A., French, 2000

- Selected to attend *Institut D’Etudes Politiques (IEP) – Aix en Provence (France)*
Marketing, Media and Communication Courses, 1998-9

CITIZENSHIP

Dual Citizen – United States & European Union (France)

REFERENCES

Upon Request