

ED FOLEY

151 Highland Avenue
Jenkintown, PA 19046

<http://www.linkedin.com/in/edfoley1>

215-260-5701
ed.foley@gmail.com

Innovative financial services marketing communications professional. Extensive track record of successful e-business platform development and implementation of sales and branding strategy. High-energy leader, innovative thinker, and creative problem solver. Particularly skilled at online and offline marketing/communications integration and internal solutions consulting. Demonstrated ability to influence thinking and build consensus.

Seeking marketing communications role with an opportunity to build and manage marketing programs that leverage and enhance online/offline sales, marketing and branding efforts; build user loyalty; generate revenue growth; and control costs.

SKILLS/STRENGTHS

- Strong focus on ROI and success metrics
- Action-oriented, entrepreneurial outlook
- Technical and non-technical team leadership
- Integration/alignment of cross-channel programs
- Strategic alliance creation
- Email marketing management
- CRM integration
- Social networking & SEO strategy
- Internal, B2B, and B2C experience
- Deep financial services experience

RECENT EMPLOYMENT HISTORY

RELIANCE STANDARD LIFE INSURANCE , Philadelphia, PA Marketing Manager	2009 - 2017
MERRILL LYNCH/BLACK ROCK , Plainsboro, NJ Vice President/Project Manager	2005 - 2009
TURNER INVESTMENT PARTNERS , Berwyn, PA E-Business Manager	2001 - 2005
LINCOLN FINANCIAL DISTRIBUTORS , Philadelphia, PA Vice President, Electronic Marketing	1999 - 2001
FIDELITY INVESTMENTS , Boston, MA Director, Fidelity Advisor Institute	1998 - 1999
MFS INVESTMENT MANAGEMENT , Boston, MA Assistant Vice President, Marketing	1990 - 1998

TARGET POSITIONS

Marketing Communications; Digital Marketing, Senior Program Manager, Sr Project Manager

EXAMPLE TARGET COMPANIES

Financial Services/Insurance		
PNC Financial Services	Acensus	Aon
Janney Montgomery Scott	The Hartford	SEI
Nationwide	US Bank	JPMorgan Chase
Lincoln Investment	Bank of America	Brandywine
Sovereign Bancorp	Vanguard	Trion
Other Organizations		
Comcast	Drexel U	Harte-Hanks
Digitas	Morgan, Lewis	Elsevier
IMS Health	Mercer	Wolters Kluwer
Cadient Group	UPenn	QVC
Aramark	Temple U	Aquent

EDUCATION: B.S., Major – Journalism | Southern Illinois University
COMMUNITY WORK: Mayor, Jenkintown Borough (current)