

## Barbara St. Clair

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### – Marketing Executive and Leader –

Accomplished, high energy, results oriented marketing executive with a demonstrated track record and a proven ability to build and lead top performing teams. Developed and executed award winning marketing programs in traditional and emerging technologies that delivered results.

### Marketing Strategy | Customer Insights | Marketing Communications | Brand Marketing | Digital

#### *Key Areas of Strength Include:*

- **EXCELLENT LEADER** – Success in building and leading small and large teams of professionals. Exceptional ability to identify and motivate talent, encourage collaboration, and energize teams and individuals to accomplish goals.
- **VISIONARY THINKER** – Highly strategic. Quickly and accurately able to transform customer insights and analytics to actionable marketing and communications programs that drive success.
- **STRONG SENSE OF RESPONSIBILITY** – Highest professional standards, excellent track record of dependability. Able to maintain focus on achieving results while implementing innovative and effective solutions.
- **INSIGHTFUL AND ARTICULATE** – Highly skilled communicator. Able to interact with all levels of the organization and cross-functional teams to design solutions that serve and value internal and external customers.

### – Awards and Honors –

- Medical Marketing and Media Award Finalist - ConMed (International) 2014
- “Best at Show” (98.6% Percentile) - American Academy Orthopedic Surgeons (International) 2014
- ADDY Award - ConMed (Regional) 2011
- MARK Award - Bright House Networks (National) 2006, 2007, 2009, 2010
- ADDY Award - Time Warner Cable (Now Bright House Networks, Regional) 2003, 2002
- Telly Award - Bright House Networks and Time Warner Cable (Regional) 2002, 2003, 2005, 2009
- International Creativity Award 33 - Bright House Networks (International) 2003
- American Graphic Design Award - Bright House Networks (National) 2003

### – Professional Experience –

#### ConMed Corporation, Largo, FL - Medical Devices - Public Company

GLOBAL DIRECTOR, MARKETING COMMUNICATIONS 2011 – 2015

Directed marketing communications and branding activities across the entire global footprint supporting \$750M in annual sales. Hired and developed a team of 16 marketing professionals to support the Company’s portfolio.

- Directed the creative team in the development and launch of an innovative, high impact brand identity for ConMed that drove a 20% increase in brand recognition over 18 months.
- Improved corporate image by creating a brand manual, style guide and creative brief to assure consistency of brand identity, messaging and tone through all projects and sales and marketing channels.
- Re-envisioned the new product launch strategy to actively focus on downstream marketing and integrated campaigns, and as a result, products launched in 2013-2014 exceeded sales goals by more than 25%.
- Initiated a new trade show and event strategy to drive visitors to the booth and to display and communicate the value of the Company’s products (Rated “A Best at Show” by American Academy of Orthopedic Surgeons 2014).
- Increased team productivity over 200% by introducing workflow automation software and modernizing workflow processes.
- Enhanced the Company’s reputation by creating marketing materials: brochures, display ads, direct mail, multi-media, video, promotions, trade show booths, digital marketing and signage, recognized by the industry as among the best.

## **Barbara A. St. Clair**

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### Bright House Networks, Tampa, FL - TV, Phone and Internet - Private Company

#### DIRECTOR, ADVERTISING AND MARKETING

2003 – 2011

Creative director for all B2C and B2B marketing, advertising and promotions for 2.2 M customers across 5 states. Hired and mentored a team of 11 marketing professionals. Managed a \$19M budget.

- Designed integrated marketing, advertising and PR strategies to drive 30% growth for new products and 2% customer growth overall, despite aggressive new market entrants.
- Created “Customer Promise” campaign that beat back a significant competitive threat and enabled the Company to achieve high Net Promoter scores and win multiple JD Power Awards for Customer Service.
- Consistently exceeded customer growth goals for multiple new product launches including Road Runner Lighting, TV EveryWhere, Easy Gadget and the relaunch of Bright House Networks Business Solutions.
- Saved \$1.8M + annually by directing a corporate initiative to establish an in-house creative and video production team to optimize resources, lower expenses and increase value of assets.
- Wrote and edited all content for launch of Bright House Networks customer-facing website and supervised digital marketing campaigns.
- Enhanced customer experience by designing and implementing branded retail presence in shopping malls and sports stadiums across Company footprint.

#### SENIOR MANAGER, MARKETING (Time Warner / Bright House Networks)

2000 – 2003

- Achieved a 90% awareness of the Bright House Networks name and brand within 90 days, as a key leader in a cross divisional effort to launch Bright House as new business when the Company split from Time Warner Cable.
- Spearheaded research and development of the new name, logo, color palette, brand style / usage guide, brand positioning and messaging and creation of all marketing materials and the new Company website.
- Drove customer acceptance and growth for launch of Digital Cable, Video On Demand, and Phone service.
- Supervised on-going strategic initiatives, campaign development, television, radio and print advertising, digital marketing and analytics for B2C and B2B lines of business.

### **– Additional Positions Held –**

#### Time Warner (now Bright House Networks)

Marketing Manager

Consolidated vendor relationships, restructured print and media buying. Lowered expenses by 28%.

#### TCI (now Comcast)

Marketing and PR Manager

Managed communications and public relations during ownership change from TCI to Comcast.

### **– Education –**

**Master of Arts (MA)** - College of Arts and Science, University of South Florida, Tampa, Florida.

**Bachelor of Arts (BA)** - High Honors - School of Literature, Science and Arts, University of Michigan, Ann Arbor MI.

Adjunct Faculty - St. Petersburg College, Clearwater, FL, Composition.

### **– Technical Skills –**

Microsoft Word, Excel, PowerPoint.

WebEx, Google Analytics, Word Press and other content management systems.