

Mary Busby

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Annual Reports Grants/Proposals
Articles Manuals
Brochures Media Placement
Cause Marketing Newsletters
Communications Strategy Press Releases
Editing Speeches
Event Scripts Training Classes
Ghost Writing Website Content

Communications Professional and Marketing Strategist

Strategically directing communication and marketing campaigns for high profile organizations for 13 years.

CORE COMPETENCIES INCLUDE

Marketing. Proven ability to combine a creative approach with a strategic plan to build brand value. At Cox Communications, led integrated campaigns (web, social media, print, TV, radio) that generated **\$8.4M in new customer revenue** with partners included, Disney, ESPN, NBC Universal and Discovery.

Communications. Directed the national Communications and PR Strategy for WICT, a national non-profit association of 20 chapters / 8,000 members, to drive strategic initiatives such as:

- Driving **600% Y-O-Y increase** in media placement to reach **\$8.5M in media value** and an audience of 13M readers of *Forbes*, *PC World*, *CIO Magazine* and other publications.
- Effectively conveying the economic impact of non-profit's mission via a **U.S. Senate staff briefing**, ghost written editorials and a nationally recognized research publication

Sales strategy. Tenacious planning, pricing and forecasting skills – from concept to execution. As Director of Sales Strategy for The Weather Channel, **managed a \$100M budget** and provided strategic sales support (positioning, pricing, launch development) for the launch of Weatherscan.

PROFESSIONAL EXPERIENCE

2008 – 2010 | Women in Cable Telecommunications | Washington, DC / Atlanta | www.wict.org

WICT, a 501(c)(3), serves women employed in cable telecommunications with professional development and advocacy.

Director, Communications and Public Relations

- Increased Y-O-Y media value from <\$1M to >\$8.5M, and reached an audience of 13M readers of Forbes, PC World, CIO Magazine and cable trade publications such as Multichannel News.
- Directed national media relations strategies, editorial calendar, website, publications, news releases, and electronic communications to drive strategic initiatives and new program launches.
- Crafted integrated strategic marketing and communications plan for engaging WICT's audiences of corporate partners (sponsors), individual donors, chapter leaders, members and staff.
- Writer / editor of the nationally recognized research publication, the 2009 PAR Executive Report and The WICT Wire, monthly newsletter for 8,000+ professionals.

2005 – 2008 | Cox Communications, Inc. | Atlanta, Georgia | www.cox.com

Cox Communications is the third-largest U.S. cable company; Cox serves six million customers.

Marketing Manager, Video Services

- Tenaciously oversaw marketing campaigns with 18 field systems to ensure consistent branding / identity management and administration of >\$6M annual marketing budget.
- From concept to execution, surpassed sales goals of >25 integrated (web, social media, TV, radio) marketing campaigns with partners including Turner Networks, Disney, ESPN, NBC Universal and Discovery.
- Directed a 2009 Digital Transition integrated marketing campaign: Bilingual TV, web, print and radio.
- Member of corporate-wide due diligence team in the acquisition of The Travel Channel generating \$1.3B.

1997 – 2004 | The Weather Channel Companies | Atlanta, Georgia | www.weather.com

The Weather Channel is a 24/7 television network; seen in more than 100 million U.S. households.

Director, Sales Strategy

- Promoted twice (2002, 2000) and awarded The 2001 Wendy Sellitto Leadership Award.
- Provided strategic sales support (positioning, pricing, launch development) for the launch of Weatherscan, The Weather Channel's 24-hour local radar television network.
- Meticulously projected and administered national revenue budget annually exceeding >\$100M.
- Directed Affiliate Sales Strategy Team supporting aggressive distribution goals.
- Directed cross functional teams (Brand Marketing, Affiliate Sales, Ad Sales and Strategy.)
- Provided quantitative data to assess contract negotiation strategies in collaboration with Senior Executives such as CEO, General Counsel, EVP Affiliate Sales and SVP Sales.

EDUCATION & PROFESSIONAL DEVELOPMENT

- B.A., English from the State University of New York at Binghamton
- Facilitator of Branding Development, Diversity Training and Leadership seminars.
- Professional Development: Atlanta Foundation Center workshops in proposal and grant writing, Creating and Inclusive Environment, Dialogue Works, Drive Results: Finance Matters, Influencing for Results, Leadership in Action, Leading with Vision, Situational Leadership, Coaching for Development, Customer Service, Persuasive Speaking Skills, Team Management. Certificate in Project Success Method (Project Management), Project Success Inc. Atlanta, GA, 2011
- Software proficiency in Microsoft Suite; Sharepoint Internet Software; Vocus PR Software; ExactTarget Social Media and Email Marketing Software, Magnet Mail. Software (basic proficiency) Adobe Photoshop; MS Publisher.

BOARD SERVICE & AFFILIATIONS

2003 – Present | Africa's Children's Fund | Atlanta, Georgia | www.africaschildrensfund.org

501(c)(3) Assisting under-served children in the U.S., Caribbean and Africa with advocacy & partnership programs

Board of Directors Through fundraising, cultivating strategic partnerships and public relations, advance ACF's mission to improve the lives of children in poverty domestically and in Africa and the Caribbean.

2000 – 2006 | Women in Cable Telecommunications - Atlanta Chapter| www.wictatlanta.org

501(c)(3) serving women employed in Atlanta based cable telecommunications companies

Board of Directors Elected to the WICT Atlanta Chapter Board serving in various roles as Director of Outreach (2006), Director of Mentoring (2005), Vice President (2004), Treasurer (2001-2003) and Secretary (2000.)

Affiliations

- Write Place Designs (2010-present)
- Cause Marketing Forum (2010-present)
- Media Professionals Worldwide (2010-present)
- Contributing Editor at beyondBRANDING (2010-present)
- Contributing writer, 85 South, Out & About (2008-present)
- Member, Mensa (2002-present)