
JEANNE GRUNERT

434-574-6253

jeannegrunert@gmail.com

1220 Hixburg Rd
Prospect VA 23960

sevenoaksconsulting.com

Profile

An experienced marketing executive specializing in retention, customer loyalty, and relationship marketing for upscale B2C brands and technology B2B companies.

Experience

President, Seven Oaks Consulting, 2007 - to Present

Marketing agency specializing in relationship-building and customer retention to increase profits through repeat and increased sales. Clients include Macmillan, Mphasis technology, companies and marketing agencies in the technology, publishing, and B2C sectors.

Vice President, Client Strategy, iAM Marketing, Hong Kong — 2016 to Present

Freelance/contract telecommuting position. Developed and launched marketing strategies for ICO/blockchain projects. Managed editorial and content development. Successfully raised \$16 million in 2 month period for a client through relationship marketing and sales support.

Director of Marketing, McGraw-Hill, New York NY — 2006 - 2007

Marketing director for customized English and mathematics workbook product. Supported client retention and relationships for state and federal contracts, sustaining relationship for renewals totaling \$10 million.

Director of Outreach, Teachers College Columbia University — 2005-2006

Developed retention and loyalty programs for wealthy donors to nonprofit program to encourage renewals. Renewed donations of \$1 million or more through personalized donor relationship strategies. Developed first national teacher professional development franchise opportunity.

Director of Marketing, The College Board - 1999 - 2005

Lead marketing for the K-12 division of the College Board. Successfully launched Pre-AP (SpringBoard) program, Advanced Placement Program, SAT, PSAT/NMSQT, and many other programs. Increased catalog response rates from <1% to 4% and revenues by 3x. Managed 100+ direct mail programs per year, 125 conferences and exhibits, and 10 product lines.

Actrade Capital, Inc., Marketing Communications Director - 1997 - 1999

Martin Viette Nurseries - Marketing Manager - 1994 - 1997

Adult Educator, Sewanhaka School District, taught writing courses 1993 - 1995

Yellow Book USA, Advertising Coordinator 1988 - 1994

Education

M.S., Direct and Internet Marketing, New York University - 2004

M.A. Writing, City University of New York, 1996

B.A. English, Summa Cum Laude, Molloy College 1991

Teaching Certificate, Nassau County BOCES, 1993

Skills

Relationship management, CRM, direct and internet marketing, WordPress and basic HTML, SEO, Agile/Scrum methodology, project management, all office productivity software.

Teaching: Adult educator, course development, course writing, teaching via distance learning.

References

Testimonials and references from past and current clients may be found on my website and LinkedIn profile: <https://www.linkedin.com/in/jeannegrnert/>
