

Monique DiCarlo

MARKETING · COMMUNICATIONS · DESIGN

Creative project manager with marketing, design, and communications experience that spans several industries and continents. Gained cross-functional and cross-cultural exposure over the course of 27 years. Ultra-organized, delivers projects on time, on budget and within scope. Possesses the ability to articulate and reach goals, understanding business needs, and develop creative concepts. Facilitates solutions by proactive team collaboration, turning challenges into opportunities through thoughtful design, research, and detailed planning.

EXPERIENCE

Marketing Executive at Networking for the Future 2011 - present

- Developed marketing and branding strategies and established supporting communications and partner alliances.
- Directed (web) designers, writers, and third-party vendors to support our overall visual appearance and message.
- Created the corporate communication plan, improving internal communication and brand awareness.
- Authored and designed marketing collaterals and other corporate documents such as brochures, corporate capabilities, case studies, presentations, newsletters, proposals, press releases, surveys, white papers, and executive summaries.
- Organized sales events. Developed and designed email campaigns.
- Produced proposals with a 98% award rate. Formulated a proposal procedure.
- Orchestrated ISO 9001 certification and re-certification by conducting internal audits.
- Established new and updated existing company procedures, enhancing the Quality Management System.
- Maintained an effective corporate web presence using Hootsuite, Google Analytics, LinkedIn, and other Social Media.
- Developed and implemented a customer satisfaction procedure.

Social Media Consultant at Social Media Muse 2009 - 2015

- Assisted individuals and small businesses with their Social Media and (online) Marketing efforts.
- Customers: Farm-to-table company, a musician, a performer, and an educational organization.

Marketing Executive at Confiance 2010 - 2011

- Generated the marketing and branding strategy, including the social media plan, communications plan, coordinating marketing events, writing marketing and PR materials.
- Executed the implementation of the Salesforce CRM system.
- Strengthened online presence via a blog, Twitter, LinkedIn, and Facebook.
- Increased communication opportunities and lead conversion.
- Produced a webinar, several email blasts, client satisfaction surveys, a newsletter, and a product marketing launch plan.

Marketing Coordinator at The Onyx Group 2006-2009

- Strategized the re-branding process of the Onyx image and executed the new look on the website, all collateral materials, and interior design.
- Managed and produced proposals for federal, state, local and DoD clients.
- Authored and edited copy for project presentations, press releases, mailings, and website content.
- Produced and deployed a brand and image survey.
- Created a media strategy, marketing plan, press list, and designed a series of advertisements.
- Designed all collateral materials, including the website and proposals.

CONTACT

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EDUCATION & TRAINING

Willem de Kooning Academy, Rotterdam, Netherlands
Bachelor of Fine Arts - Visual Communication
• Graphic Design & Photography

Institute for Direct Marketing Knowledge, Haarlem, Netherlands
• Master Class Copywriting by Hershell Gordon Lewis
• Direct Mail Workshop
• Sales training

International Organization for Standardization
• ISO 9001:2015 Lead Auditor

EXPERTISE

- Communications, PR, writing/editing
- Project & product management
- Quality (ISO) audits, process development
- Concept & (graphic) design
- Branding & promotion
- Campaigns: ads, e-mail, direct mail, events
- Marketing strategy, research
- Photography

SKILLS

Office 365 ■■■■■■
InDesign ■■■■■■
Social Platforms ■■■■■■
Photoshop ■■■■
Acrobat ■■■■
PowerPoint ■■■■
Google Analytics ■■■■
Illustrator ■■■■
Drupal ■■■■

LANGUAGES

Fluent: **Dutch** (native) & **English**
Advanced: **French**
Intermediate: **German** & **Spanish**

ONLINE

[LinkedIn](#)
[Design Portfolio](#)
[Photography website](#)
[Twitter](#)
[365 Muses Blog](#)

Marketing Coordinator/Office Manager at LAB

2005 -2006

- Formed a new company name: Landscape Architecture Bureau [LAB] (formerly The Fitch Studio), and devised a marketing concept for branding and launching the new name and look.
- Established and maintained client/prospects and press lists. Expanded new and reinforced existing client relationships via multiple promotions.
- Produced copy for proposals, project presentations, press releases, mailings, and website content.
- Designed and coordinated the creation of all graphic materials, the website, award entries, proposals, presentation boards, project sheets, PowerPoint presentations, and other office materials.
- Defined and structured general companies processes and policies. Performed all business administration including accounts receivable, payable, and HR.

RECOMMENDATIONS

"...Monique was able to keep up with the deadlines and ensure quality responses in all cases. This was accomplished while overseeing the transformation of the NFF website. The extensive website transformation included sourcing new information and gaining agreement from multiple sources internally. Monique accomplished all of these things while maintaining her normal daily job responsibilities. Her professionalism, positive attitude and willingness to go above and beyond is greatly appreciated!"

— Judy Heward, NFF Account Director

"Monique is a trustworthy, dedicated, energetic, and positive employee. She is always thinking of creative, fresh ideas to enhance the company's image and establish NFF as a well-known brand in the marketplace. I've worked with her on many projects, and she brings an effervescent vibe to even the most mundane tasks such as an Employee Newsletter.

Monique was instrumental in bringing to fruition the launch of our new website, and she is currently managing our pursuit of an ISO 9001 certification. She is a valuable addition to the NFF team and a pleasure to work with!"

— Jennifer Cheatham, HR manager at NFF

"I had the pleasure of working with Monique during my time at Linksys. Monique's creativity, attention to detail and "international awareness" was a huge asset to our team. Monique is a great asset to any international marketing organization, and I'm happy to recommend her work at Linksys."

— Ralf Labeda, Regional Manager EMEA North, Linksys, Cisco Systems

"Having worked with Monique in pursuing projects with The Onyx Group, I have found that her execution of marketing goes beyond the standard cut and paste development of proposals. She has a real understanding of what clients are looking for, and she has the knowledge and creative ability to express her firm's capabilities in a first-class, professional manner. On top of all that, she is a very interesting person and very easy to work with. I am happy to recommend Monique."

— Joseph Bird, Vice President, Chapman Technical Group

"The three things you need to know about Monique DiCarlo is she is one of the most positive, diligent and capable humans I have ever worked with. Her intuitive sense of client needs and her vast creative talent combine to form a perfect marketing machine. You would be absolutely insane not to hire her."

— Deborah Williamson, Owner, Farmer Girls

Associate Localization Product Manager at Linksys® Cisco

2004 - 2005

- Coordinated the localization process of products sold in EMEA (Europe-Middle East-Africa).
- Defined a structure and created a process overview for product localization.
- Edited, translated, and proofread collateral material written in Dutch, French, and German.
- Communicated with Product Managers, Marketing, Sales, Logistics, and Vendors to determine requirements and demands for new and existing products and projects, and implement the release.
- Contributed to the custom design of the Linksys Product Development Life Cycle tool.
- Advised on improvements for the website, to establish consistent global web content.

Marketing Coordinator/Executive Assistant at Rudolph & Sletten

2000 - 2002

- Assisted in preparing qualifications materials, proposals, and marketing presentations.
- Researched and maintained project biographies and personnel resume files.
- Drafted contracts for subcontractors, processing returned contracts and insurance certificates, and other data entries.
- Enhanced the filing system, decreasing document processing time.
- Composed and maintained a quarterly Quality Survey of all projects, prepared results, and reported to all managers and upper management.

Office Manager at Internet Providers Rotterdam (IPR)

1998 - 2000

- Increased Internet connection help-desk efficiency.
- Updated, enhanced, and maintained the client database.
- Improved the billing system, and increased monthly revenue.
- Designed the general presentation and brand of the company, including window displays, interior design, general promotion materials, and special events.
- Specified and recommended updates and revisions to the company website.

Project Manager/Direct Mail Analyst Who Mails What?

1993 - 1998

- Coordinated corporate communication and company image. Designed award winning direct mail campaigns, incentives, convention booths, and special events.

- Involved in the development of a custom-made software program for analyzing direct mail. Analyzed thousands of pieces of direct mail and created monthly reports for companies like ING, Mercedes, IBM, WNF, and several retailers.
- Recruited and selected a network of volunteers through telemarketing and direct mail. Analyzed and maintained the database.
- Accountable for negotiating cost-effective printing deals, office management, direct marketing advice, telemarketing, proofing and editing, website content maintenance, and internal logistics.

“Monique is one of the most ingenious and creative people I have had the good fortune to work with. Not only are her design skills and knowledge of applicable subject matter top notch, but her interpersonal abilities and dedication to those she works with are a breath of fresh air in this world of corporate attention to the bottom line. I highly recommend her with no reservation or qualms for any project you may have on tap.”

— Jim Allmon, Illustrator and writer

Freelance Graphic Designer

1989 - 1993

- Composition, design, and execution of the annual reports for the Communication Museum, The Hague, Netherlands.
- Designed a photography exhibition for The Institute of Female Artists in Amsterdam, responsible for both the printing & exhibition design.
- Designed and coordinated production of an art catalog, calendar, brochures, direct-mail campaigns, and convention booths.