

# County Council of Howard County, Maryland

2015 Legislative Session

Legislative day # 12

## RESOLUTION NO. 1666-2015

Introduced by: Chairperson at the request of the County Executive

A RESOLUTION confirming the appointment of Marjorie Valin to the Board of Social Services.

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Introduced and read first time on November 2, 2015.

By order Jessica Feldmark  
Jessica Feldmark, Administrator to the County Council

Read for a second time and a public hearing held on November 16, 2015.

By order Jessica Feldmark  
Jessica Feldmark, Administrator to the County Council

This Resolution was read the third time and was Adopted , Adopted with amendments \_\_, Failed \_\_, Withdrawn \_\_ by the County Council on December 7, 2015.

Certified by Jessica Feldmark  
Jessica Feldmark, Administrator to the County Council

NOTE: [[text in brackets]] indicates deletions from existing language; TEXT IN SMALL CAPITALS indicates additions to existing language. ~~Strike-out~~ indicates material deleted by amendment; Underlining indicates material added by amendment.



**MARJORIE VALIN**

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**AREAS OF EXPERTISE**

Marketing strategy, planning, segmentation  
Market segmentation and research analysis  
Integrated marketing campaign development  
Budget development and oversight

Association marketing: membership, products, services  
Campaign performance tracking, analytics  
Cross-platform content and social media planning  
Team leadership, management, staff development

**OVERVIEW**

Senior marketer responsible for organizational growth, revenue generation, and acquisition and retention programs. More than 20 years experience at Fortune 500s, ad agencies, and membership associations, managing and collaborating with cross-functional teams in matrix organizational environments. Accountable for internal and external client relationships and effectiveness of campaign performance.

**CAREER HIGHLIGHTS**

**Marketing Consultant**

**2013 to present**

- Business sectors: healthcare, professional services, the senior market, retail, manufacturing, lifestyle
- Organizational structure: startups, corporations, membership and trade associations
- Scope of Work: go-to-market strategy, retention and acquisition programs, social media, branding, research analysis, performance measurement

**Giant Food**

**2010 to 2012**

***Acting Director, Marketing Operations***

***Division Manager, Marketing Operations***

- Directed and developed quarterly and competitive marketing plans, managed key partnerships, and collaborated on brand strategy across divisions of AholdUSA.
  - Managed cooperative programs and joint ventures with strategic partners, including the Baltimore Ravens, Shell Oil, Ripken Baseball and Dr. Pepper. Programs lifted sales for Giant and all partners.
  - Developed customer-specific marketing and sales promotions based on shopper profiles, purchase behavior and Nielsen/IRI data. Introduced new strategies to lift retail pharmacy sales.
  - Directed cross-functional teams and worked with executives across departments to ensure flawless execution of initiatives to meet company-wide business goals.

**Delve Marketing**

**2008 to 2010**

***Principal and Chief Strategy Officer***

- Established woman-owned small business to win minority subcontracts and support sister agency through economic downturn. Won two accounts for Delve; tripled agency business for sister firm through acquisition of several new accounts in 2010.

**Coventry Health Care**

**2007 to 2008**

***Vice President, Marketing and Advertising***

- Built cross-functional marketing department to support 2007 and 2008 open enrollment sales of Medicare plans for multiple resellers, 10 major market health plans, retiree group sales and 10,000 brokers.
  - Launched lead generation system for more effective and efficient targeting. Exceeded sales goals despite CMS suspension of company's top selling plan.

- Cut campaign costs by 40%, hired and trained 11 staff, managed multi-million dollar budget and passed a government audit within first year in charge of marketing for \$4 billion division.

**U.S. Census Bureau**

**2006 to 2007**

***Marketing Subject Matter Expert (one-year contract while still an agency principal)***

- Retained as Subject Matter Expert to research and define best marketing communication practices to inform decision-making for 2010 Census campaign.
  - Interviewed senior executives from global agencies and research firms to define trends in multicultural marketing and media strategy and drafted SOW.

**Frank Strategic Marketing**

**2000 to 2007**

***Partner & Principal: Client Services, Strategy and Business Development***

- Expanded small creative shop to full service agency.
  - Quadrupled billings, built organizational structure, managed account team, developed marketing plans, directed brand campaigns, and led business development.
  - Repositioned and rebranded national companies. Helped restore a company at risk of losing its market dominance; positioned publicly-held firm for leveraged buyout, and grew assets under management for a financial services corporation by \$4 billion.

**American Advertising Federation**

**1997 to 2000**

***Senior Vice President, Communications, Public Policy and Online Initiatives***

- Advanced association's mission through national brand image campaign, increased media coverage, and first digital initiatives.
  - Developed national campaign that increased awareness of advertising as brand driver by 15%.
  - Collaborated with board chair and advisory committee on campaign strategy, developed messaging on key issues, served as media spokesperson and representative on policy coalitions.

**Packaging Industry Association**

**1992 to 1997**

***Director, Marketing Communications and Educational Outreach***

- Directed 5-person department responsible for awareness of industry's economic impact, product value and importance to CPG and B2B brands.
  - Created award-winning educational outreach program that measurably improved environmental profile of industry products among K-12 educators, and quadrupled media coverage to attract new members.

**EDUCATION**

University of Missouri, BS, Journalism. Post-graduate courses in business and digital marketing

**CURRENT BOARDS AND COMMUNITY LEADERSHIP**

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|--|-----------------|
| ▪ Marketing Committee, Community Foundation of Howard County | 2013 to present |
| ▪ Leadership Howard County                                   | Class of 2014   |
| ▪ Business Women's Network                                   | Present         |
| ▪ American Society of Association Executives (ASAE)          | Present         |