

# Marlene Gasdia-Cochrane

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## SUMMARY

A hands-on and managing marketing communications professional with a proven track record in establishing successful, solid and consistent lead generation and brand awareness programs – both print and online – for start-up, ventured-backed, and private companies.

- newsletters
  - case studies
  - press releases
  - articles
  - email campaigns
  - white papers
  - SEO Optimization
  - ads
  - websites
  - customer testimonials
  - direct mail
  - data sheets
  - webinars
  - Google adwords
  - brochures
  - trade shows
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## PROFESSIONAL EXPERIENCE

### Two Step Software, Inc. • Marketing Manager

2005-2009

*Market leading entity and ownership software for law firms and financial executives*

Increased quality leads by 500% in the first two years by developing, managing, and executing a mixture of traditional and social media marketing programs.

- Shortened the sales cycle and helped strengthen customer retention rates by creating a bi-weekly newsletter program and quarterly direct mail campaigns
- Amplified industry awareness with consistent press release program
- Increased website leads by doing search engine optimization (SEO) and monitoring Google adwords
- Helped generate customer referrals by getting user groups up and running across the country
- Promoted company executives as industry experts by developing a successful webinar program, ghostwriting and editing blogs and white papers, and offering a speaker/author bureau
- Ensured successful trade show presence
- Equipped sales with appropriate collateral, including customer success stories, data sheets, white papers, and promotions

### Freelance/Consultant • Marketing Communications and News Writing

2002-2005

*Marketing Consultant for start-ups, small and large businesses, and non-profits*

Created, managed, and executed successful lead generation programs, brand awareness campaigns, and ghostwritten projects.

- Partnered with Angels venture cap investor to help develop marketing materials for start-ups.
- Developed collateral, white papers, newsletters, websites, direct mail, letterhead and business cards, brochures, promotional flyers, ads, etc., for various clients, including: Massachusetts Institute of Technology, Cisco Systems, All Systems Integration (ASI), OrgSupply, Interactive Supercomputing, MPLS Forum, Mona Lisa Designs, and many small businesses.
- Wrote/edited/created 4-page tabloid newspaper as well as bi-weekly news stories for non-profit organization Massachusetts Conference, UCC.

### Integral Access, Inc. • Manager, Marketing Communications

1999-2002

*Cutting-edge carrier-class access network hardware/software VoIP solutions for telecommunications*

Built a solid Marketing Communications department from the ground up for this start-up company.

- Led the company from an unknown entity to a well-known industry leader in cutting-edge access technology via comprehensive marketing programs, including direct mail, advertising, trade shows, public relations, television, collateral, web and e-marketing.
- Grew prospect database from zero to over 5,000 qualified leads; web hits from 2,000/week to a high of 80,000; and editorial impressions from a few hundred to tens of millions/year.
- Performed hands-on work, as well as researched/recommended/managed outside vendors, including advertising agencies, public relations agent, printers, writers, etc.

**NETsilicon, Inc. (aka Osicom Technologies, Digital Products, DPI) • Manager, Marketing Communications (promoted from Marketing Communications Specialist) 1995-1999**  
*The leader in network printing hardware and software*

Utilized as the "Jack-of-all-Trades Leader" within the company -- serving as Product Rollout Leader, Web Team Member, Corporate Logo 'Police Chief,' Analyst Relations Liaison, IPO Writer. Managed corporate-wide marketing communications for global company, including four full-time employees as well as Advertising, Design, Public Relations agencies, consultants and freelancers. Recipient of DPI Certificate of Excellence.

- Became key contributor to marketing plans when company expanded into ASIC chip business.
- Created corporate identity when the original print server company was purchased by networking company and became a division -- then re-created again when the division prepared to IPO.
- Doubled key customer/prospect database via lead generation, special awareness and vendor list trading programs.
- Implemented cost-cutting measures in the design, writing and publishing of marketing materials -- which resulted in less expensive, but high quality, collateral— for both the commercial and OEM divisions within the company.
- Wrote hundreds of informative corporate and product brochures, newsletters, direct mail campaigns, presentations, press releases, data sheets, application stories, etc.

**Astea International Inc. • Marketing Programs Manager (promoted from Marketing Communications Writer) 1992-1995**  
*Leader in Customer/Field Support Software Systems ("Dispatch-1")*

Managed marketing programs and company collateral for niche company. (All advertising, brochures, data sheets, public relations, direct mail, newsletters, user stories, special events, trade shows, user conferences.) Instituted well-received employee newsletter program.

**ProfitKey International • Marketing Communications Manager (promoted from Writer) 1988-1991**  
*Complete MRP Software Solutions for Job Shops and Custom Manufacturers*

Created useful sales tools and coordinated successful marketing campaigns for small software company. Recipient of ProfitKey Service Award and ProfitKey Quality Award.

**Service Employees International Union Local 254 • Office Manager 1979-1987**  
*Largest service employees union in New England - 15,000 members*

Managed staff of 7 and all office administration; created member newsletter and special member marketing programs.

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**ADDITIONAL PROFESSIONAL EXPERIENCE**

**Columnist 1985-1988**  
**Cambridge Chronicle, Watertown Press, Somerville Journal, Weekender newspapers (circ. 65,000)**  
*Weekly column advising small business owners on how to successfully promote and market their businesses*

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## EDUCATION

### Post-Graduate Studies

*Marketing, copywriting, web programs, Search Engine Optimization, Social Media, and management seminars*

### Bentley College (now Bentley University)

*Graduated with Honors*

- BS - Marketing Management • 1984
  - AS - Management • 1983
  - AS - Accounting • 1982
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## TECHNOLOGIES

- Microsoft Office Suite (Word, Excel, PowerPoint)
  - Constant Contact (email campaigns)
  - Salesforce (lead and contact database)
  - GoToWebinar (webinars)
  - Quark XPress (format and layout)
  - Mambo and Contribute (web content)
  - Adobe Photoshop (graphics)
  - Quicken (finance)
  - Print Explosion (graphics)
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## HONORS, MEMBERSHIPS, AND COMMUNITY ACTIVITIES

- American MENSA - Member
  - American Marketing Association
  - Girl Scout Leader
  - Notary Public (1981-2002)
  - National Association of Female Executives (1985-pres.)
  - Photographer's Forum Magazine/Finalist
  - Advertising Age - Multiple Contests Winner
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## REFERENCES

### **Douglas McCartney , Vice President, Two Step Software, Inc.**

"Marlene is a tireless worker. Her talents cover a broad array of areas including writing, basic design, and management of a long list of lead generating activities. Some of her more notable achievements are developing a well read company e-newsletter program and an extremely successful series of webinars. Her range of skills let her handle all aspects of the process from e-invitations to slide design and development. When you ask Marlene to do a job you can consider it done."

### **Barbara Bix, Managing Principal, BB Marketing Plus**

"Marlene is a seasoned marketing communications manager who excels at keeping all the balls in the air at once. When we worked together at Two Step, she organized all the company's events, wrote and published the company newsletter, used Salesforce.com for lead gen, was the primary client contact for customer case studies, organized webinars and prepared content, and managed the company's SEO campaigns. What impressed me most is her "can do" attitude and her unruffled demeanor as she skillfully interfaced with all the parties required to manage, maintain, and measure marketing campaign success. In short, it was a real pleasure to work with her."

### **Chere Estrin, CEO, Estrin Education Inc.**

"When Marlene was employed by Two-Step, she utilized my company as one of her many marketing vehicles. As Two-Step's marketing director, I have to say that I was extremely impressed with her. I have worked with many, many marketing directors over the years but rarely found all the right characteristics in one person as I found in

Marlene. Marlene came up with innovative ideas to market her company. She was creative, innovative and followed every detail. In fact, she moved the company forward so quickly that we had a hard time keeping up with her. My experience with Marlene was excellent. I would recommend her without hesitation to any organization that seeks a high caliber, personable and talented person to handle any and all of their marketing needs."

**Jack Thompson, Documentation and Training Manager at ChartSearch, Inc.**

"Marlene is the one of the best marketing communication professionals I have worked with over the years. She constantly offers fresh, new approaches for delivering information on a product to customers. She was one person who formed great working relationships with all team members which enabled her to do her job to the utmost perfection. I worked with Marlene first at Digital Products, Inc. and Netsilicon and recommended her to the Marketing VP at Integral Access. We collaborated many times since I was involved with the documentation and training. She has always been a pleasure to work with and would jump at the chance to work with her again!!!"

**Phylis Hawkins Miquel, Marketing Manager Emerging Markets at Cisco Systems**

"Marlene has great capacity to develop holistic go to market strategies for complex technology products. Her ability to work with product managers/engineers to understand product features/benefits to develop product messaging, create compelling marketing programs and execute with success is a skill that is difficult to replicate. She does it all with a smile and delivers results."

**Dana Carmosino, Sr. Business Alliance Manager, Kronos Incorporated**

"Marlene is a true professional with an outstanding marketing mind. She has a very pragmatic, thoughtful approach to her work and consistently goes above and beyond to make sure projects exceed expectations. Her hard work and dedication combined with her positive attitude make her a pleasure to work with."

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*Portfolio Available upon Request*