

AMANDA TERRANO

amanda.terrano@gmail.com | 308-380-8686

Key accomplishments

Elevated the brand value of a start-up resulting in a 13-year term revenue growth of \$4.8 million to \$50 million annually, and culminating in a cash sale of \$68 million.

Originated \$20,000 to \$80,000 in new business—and full lifecycle sales in the millions—by tailoring the customer experience generated in corporate events.

Improved retention metrics by driving corporate messaging, targeting influencers, and creating value-driven messaging. Consistently outperformed spend.

Repositioned corporate messaging and visual brand on a newly public company. The revitalized brand helped draw a \$140 million investment in operating capital.

Snapshot

Catalyst for organizational growth
Collaborative team builder
Results driver regardless of circumstances
Seasoned network of high-level resources
Brand affinity trailblazer

Proficiency

I humanize brands in line with the goals of the enterprise. I deliver consistent results through innovation and strategy. My initiatives are metric based and follow researched market patterns and behaviors.

Hard skills

Develop scope, budget and produce revenue-driving corporate events
Direct public and industry relations
Drive print and digital marketing
Strategize and manage digital and direct mail campaigns
Marketing strategy and development
Sales training and enablement
Brand management and transformation Industry and corporate events
Vendor and agency management
Budget creation and management
Excellent negotiation skills
Targeted, results-driven corporate messaging
Key note speaker acquisition and coordination

experience

Director, Executive Events, RealPage, Inc. 2016—present

- Galvanize key customer accounts and corporate influencers through loyalty events resulting in a less than 10% attrition among participants
- Deliver at least 2X of spend through sales opportunities by producing 1 to 3 executive level luxury destination events per year
- Energize customer loyalty by elevating high level brand enthusiasts, targeting the top tier users through an executive track at the company's annual users conference. For the last 2 years, this event has drawn the highest attendance, remains the most sought-after in the conference and has garnered the greatest level of media coverage.
- Contribute steering and guidance to the corporate advisory board, as well as national associations such as National Apartment Association and National Multi-Housing Council

Director, Marketing, NWP Services Corporation (now RealPage, Inc.) 2003—2016

- Led marketing team in demand generation campaigns (digital and print), advertising, PR, association involvement, and events which drove revenue at an annualized rate of 17% year over year.
- Produced executive level customer-facing events and experiences resulting in attendee attrition of less than 5% and an average of 3X of spend.
- Launched and operated a corporate-sponsored industry association and magazine title (circulation 25,000) both of which have grown and remain powerful entities today. The association carries so much cache that customers have carried the company's services into new jobs at other companies so as to remain in the association.
- Created and executed memorable brand experiences across multiple national industry trade shows and networking events.
- Directed the branding and creative design of all product and corporate marketing materials from print to digital.
- Managed a network of marketing vendors and a contracted ad agency to executive design, multimedia projects, print and newsletter projects, and trade show giveaways within plan and on budget.
- Implemented a marketing automation platform and integrated with Salesforce CRM to digitally transform the department to increase efficiencies and marketing leads.