

CATHY DEFRANCESCO

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AMERICAN MEDICAL ASSOCIATION (AMA) Chicago, IL October 2007 to present

The American Medical Association unites physicians nationwide to work on the most important professional and public health issues. Their mission is to promote the art and science of medicine and the betterment of public health. AMAIA, AMA Insurance Agency, is a wholly owned subsidiary of the American Medical Association and are dedicated to meeting the protection needs of the physician community.

Senior Marketing Specialist/Direct Response Sales

Manage production of Direct Mail Campaigns.

- Direct creative and print production vendors, reviewing and approving copy and ensuring all copy is compliant with state/federal regulations, and filed and approved with state insurance departments when necessary.
- Supervise print production process, designing new kits, reviewing and approving blueines of final artwork, personalization sign-offs and insertion order.
- Create new strategies for each campaign, validate gross mail file and prepare final data processing specifications for outside vendor to create net mail files.

FGMK, LLC, Bannockburn, IL 2004 to 2007

Chicago's largest, top 10 accounting/consulting firm. Real estate, health care, closely held businesses, attest services, tax consulting, technology consulting and network systems, mergers and acquisitions, valuations, audits, reviews.

Project Coordinator

Develop marketing strategies to increase revenue and partner with executives to execute productive promotional campaigns. Works closely with clients and vendors developing close relationships.

- Coordinate projects including copy, layout, revisions, color selection for various mailings and magazine ads. Order print materials and office stock, obtain mailing list and coordinate with mailhouse for mailing. In-charge of all proposals and presentations for prospective clients.
- Quote all printing projects for promotional campaigns and office stock (for printing and mailing costs). Follow through on all projects including processing of proofs, color-keys and dyluxes. Approve onsite press checks.
- Provide instructions to mailhouses and follow up to meet drop dates. Instruct staff and company personnel on material usage.
- Generated new business by 60%.
- Manage and process all engagements with clients. Proforma, format, spell check and foot financial statements.
- Organize and implement new procedures to keep track of all engagements and financial statements, and update all engagements to date.

MARSH, Park Ridge, IL 1997 to 2003

A Fortune 500 company with revenues exceeding \$10 billion. The Park Ridge office is a \$600 million division providing insurance services for over 400 national associations.

Web Project Coordinator (2001-2003)

Implemented procedures to improve efficiency in the e-commerce department. Managed production of direct mail and electronic e-mail campaigns.

- Assisted in launch of over 10 websites, one of which was the first to offer professional liability insurance for purchase online, resulting in \$1 million in sales. Verified that payments were posted correctly.
- Researched, coordinated and uploaded over 3,500 PDF's for SeaburyChicago.com.
- Maintained the most current information on the sites, verified that each link was functioning correctly, and plans were linked correctly. Added and deleted content to keep it current.

- Partnered with executives to create effective websites based on specific client needs and coordinated e-mail campaigns.
- Increased Internet sales of insurance policies 300%.
- Continued to manage production projects for direct mail campaigns. (see below)

Production Coordinator (1997-2003)

Managed up to 50 production projects per quarter for direct mail campaigns with a budget of \$600 million. Balanced due-dates of multiple projects and succeeded in a deadline-oriented environment.

- Ordered materials according to association and insurance company specifications of printing projects including brochures, inserts, advertisements, applications, letters, newsletters, forms, postcards, folders, convention materials, etc.
- Quoted all printing projects for promotional campaigns and office stock (for printing and mailing costs). Followed through on all projects including processing of proofs, color-keys, and dyluxes. Approved onsite press checks.
- Coordinated projects with writers, graphic designers including copy, layout, revisions, color selection, photographs, timelines, etc.
- Recapped all expenses on all projects. Prepared billing for all material ordered. Worked with executives for approvals, logos, etc. from clients.
- Provided instructions to mailhouses and followed up to meet drop dates. Instructed fulfillment staff and company personnel on material usage.

Production Accounting Coordinator (1997-1997)

Prepared billing, reimbursements, and budgets for all promotional and office printing and mailing services. Managed and prepared insurance company promotional budgets and calendars, reports of promotional expenses.

DESIGN CRETE CONSTRUCTION, Glenview, IL 1992 to 1996

Provided cement work for residential and commercial sites including brick paving, Flo-crete and ceramic/marble tile installation.

Manager/Owner

Quoted jobs, obtained vendor quotes for material, scheduled deliveries, ordered supplies/material for jobs based on estimate measurements, followed-up with freight companies, scheduled deliveries, customer service, sales and advertising, prepared payroll, ledgers and accounts payable/receivable.

- Increased sales by 80% by soliciting, advertising, and designing different styles and unique patterns to bring in new customers.

MARSH/ALBERT H. WOHLERS, Park Ridge, IL 1987 to 1992

Assistant Account Executive (1990-1992)

Compiled data to create request for proposals, set up marketing calendar for various associations, and followed-up with clients on approvals of marketing materials.

PROFESSIONAL DEVELOPMENT

Oakton Community College, HTML/Website Development

Completed a variety of professional courses including:

Supplier/Vendor Negotiation, Time Management, Organizational Skills, Marketing Seminars, PIMA Onsite Training with Printers, Envelope Companies, and Mailhouses.

TECHNICAL SKILLS

Microsoft Office Suite, HTML, Filemaker Pro, Photoshop, Quark Xpress, Dreamweaver