**Carly B. Babington**

**Home Address: 6455 Galleria Dr. Apt# 3302; West Des Moines, IA 50266**

**Carly.Babington@gmail.com** **(319) 520-5792**

**PROFESSIONAL EXPERIENCE**

**Director of Marketing & Business Development–BANK–Des Moines, Iowa-July 2012-Present**

* Develop and implement strategic marketing plan and branding campaign; including: billboard advertising, direct marketing, direct mailing, public relations, social media and digital marketing.
* Responsible for hiring staff, reconstruction of all accounts and operations of new branch.
* Develop content and responsible for execution of over 40 TV commercials including; filming, talent as on-air spokeswoman for each spot and handling part of post production for different product launches and entire bank documentary.
* Responsible for building relationships and effectively communicate with internal staff, business partners, external customers and key influences.
* Manage content and company representation on social media outlets, including company-hosted social venues (Facebook, Twitter, LinkedIn, YouTube and Blogs).
* Orchestrated successful corporate re-branding campaigns, including coordination of legal name change and new logo with all vendors and clients, new web site and marketing materials, internal and external messaging, and internal communications coaching.

**IT Account Management-Insight Global-Los Angeles, CA- Sept. 2014-January 2015**

* Management/Resource onboarding roles to build flow and integrate Technology Staffing.
* Placement of professionals in contract, contract-to-hire and full-time employment positions across all IT discipline.
* Specialized in interviewing, resume screening, reference checks and rate/salary negotiations.
* Technical Recruiter for Software Development, Data Warehouse, Quality Assurance, Network Engineers, Project Management and Information Architects.
* Responsible for full cycle recruiting, applicant tracking, and salary negotiation.
* Utilized social media and job boards in an effort to maximize candidate pool.

**Marketing & Sales Executive-J&S Electronic Business Systems-Burlington, Iowa Nov. 2011-May 2012**

* Lead Generation and Pipeline Management. Responsible for developing leads and qualifying opportunities.
* Manage and document the opportunity/sales process through the use of the CRM system.
* Complete the RFI/RFP process and the final response. Duties include cold-calling, pre-bid meetings, and phone conferences.
* Consistent follow-ups with the account and discussions to ensure that the account is capitalizing on their system to the highest possible level.

**Great River Entertainment-Burlington, Iowa - April 2010- Nov. 2011**

**Event Management**

* Booked and coordinated corporate business meetings, outings, weddings and receptions.
* Developed and executed efficient project/event processes.
* Conducted research on organizations, market trends and competition.
* Managed event logistics and supply fulfillment.

**Marketing & Advertising Executive**

 Strategic planning and coordination to further promote market and outsource corporate customers.

 Cold calling and conducted meetings with 10-15 new clients per week.

 Meeting with and developing new cash flow solutions for commercial clients in all industries.

**News Reporter – KHQA TV-7 –CBS Affiliate - Quincy, Illinois –2008-2010**

 Aired packages – On-Camera Talent, set-up and conducted on-site interviews.

 Wrote and edited news stories under deadlines.

 Collected B-roll, VSOT, Nat. sound, and sound bytes.

**SKILLS**

On Camera Talent; Technical: Field ENG, Teleprompter, Camera, Audio Switchboard, CG, Assistant Director, Floor Director

Computer: Final Cut Pro, Motion, Ultra II, Adobe Audition, Salesforce, EMS, Nexgen, Essentia, Microsoft Office (Word, Excel, Power Point, Outlook, Constant Contact, OneNote)

 Languages: English, Spanish

**EDUCATION**

 Bachelors of Arts in Broadcasting-2009

 Western Illinois University- Macomb, Illinois

 Major: Broadcasting with an emphasis in Television

 Minor: Spanish Broadcasting GPA: 3.7/4.0