



# LIZ DYER

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## SUMMARY

I have an established track record of driving growth and profitability through innovation and a focus on execution. My ability to translate vision and strategy into clear, actionable goals enables me to motivate cross-functional teams to high levels of performance. My passion for creativity, brand development and action have set me apart and solidified my reputation as a critical team member. I am well-traveled and have lived around the United States, which contributes to my ability to quickly foster meaningful business relationships.

## SKILLS

Marketing Communications, Creative Development, Agency Management, Project Management, Program Creation and Execution, Event Production, Social Media, Cross-Functional Team Building

## EXPERIENCE

 | **Sr. Marketing Director | New York, NY** **2013 – Present**

*Passenger is a leader in the creation and management of private online communities for the world's top brands*

- Head of Marketing department, responsible for go-to-market strategy and execution
- Lead new brand image and messaging development, advertising creative, social media strategy, digital presence, internal and external communications

 | **Sr. Marketing Manager, Entrepreneur Initiatives | New York, NY** **2010 – 2013**

*Dell is a worldwide leader in technology solutions that enable people everywhere to grow and thrive*

- Managed the strategic development and launch of the Dell Innovators Credit Fund, Dell's \$100 Million commitment to helping entrepreneurs maximize their potential for innovation, speed to market and job creation
- Launched Dell's Tech Innovators Day - the exclusive opportunity for breakthrough, startup companies to pitch Dell with the goal of becoming Dell vendors, partners or acquisition targets
- Lead conceptualization, design, development and content creation of Dell's Center for Entrepreneurs **Dell.com/Entrepreneur**

 | **Marketing Program Manager | Austin, TX**

- Developed, branded and launched Dell's *Women Powering Business* program through which Dell supports and nurtures the women's business community – **Dell.com/women**
- Core team member managing the Dell Women's Entrepreneur Network, annually bringing together women entrepreneurs from around the globe to connect and share best practices – **Dell.com/dwen**
- Managed marketing initiatives and online advertising for the Medium Business Premier segment of Dell.com

 | **Marketing Coordinator | El Segundo, CA** **2009 – 2010**

*Bugaboo is a premium brand specializing in best-in-class baby stroller s and accessories*

- Responsible for marketing communications and agency management for brand message development, advertising creative, internal and external communications, and interactive assets
- Managed relaunch and integration of e-commerce capabilities for Bugaboo.com leading to an increase in website traffic and contributing to year over year increase in online revenue

 | **Marketing Associate | El Segundo, CA** **2006 – 2009**

*Privately held international newswire offering comprehensive global news distribution*

- Managed marketing initiatives including online presence, sales materials and trade shows

## EDUCATION

**Pepperdine University Graziadio School of Business | Malibu, CA**

- Masters of Business Administration, **M.B.A.**
- Emphasis in **Marketing**

**Pepperdine University | Malibu, CA**

- Bachelor of Science in Business
- Graduated **Cum Laude**