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Leverage Marketing and Communications Expertise with Project Management Efficiency for High-Quality Results

Accomplished marketing and communications expert with consistent success in strategic planning, digital marketing, communications, branding, project management, increasing revenue and customer base. Talents include managing multiple projects efficiently and motivating team members as part of a successful group to achieve goals.

Industries: Technology | Software | Pharmaceutical | Manufacturing | Consulting | Oil & Gas

Areas of Expertise: Marketing Campaigns | Communication Plans | Product Launches | Project Management
Collateral Creation | Brand Management | Website Development | Process Improvement

PROFESSIONAL EXPERIENCE

Halliburton, Senior Marketing Manager, Houston, TX

2014-2016

- Raised external and internal awareness of cross-divisional unit by managing marketing and communication initiatives for project management, consulting, integrated asset management, and Boots & Coots service lines, increasing employee transfer requests into entire business unit of 4 service lines.
- Prepared sales kits, developed websites, created collateral, planned events, and wrote promotional material that coalesced and strengthened cross-divisional unit brand.
- Created web-based community for global division members to share successes that resulted in friendly competition with posts doubling from the first year and increasing visibility of regional activities.
- Streamlined process for case study and trade journal article production that enhanced team engagement and shortened turnaround time.

Contract Assignments, Freelance Marketing Consultant, Houston TX

2003–present

Freelance Work, Houston, TX (2003 – present)

- Designed, maintained, and advised on websites for various business, professional, and manufacturing organizations. Created image branding campaign, which included logo design, promotional collateral, and marketing strategies. Edited e-newsletters, wrote press releases, and delivered presentations. Managed direct mail campaigns.

Baker Hughes: Marketing Project Manager, Houston, TX (2011 –2013)

- Supported multiple business units by managing global marketing projects for product launches, sustaining product promotions, and general marketing campaigns that increased sales and market share.
- Managed product line, sales, operations, web, design, multimedia, and marketing teams, identifying and correcting gaps in sustaining product initiatives created by Baker Atlas merger to drive incremental sales.
- Identified and refined process for managing and executing marketing communication projects efficiently and effectively.

Chevron: Project Manager, Houston, TX (2008 – 2011)

- Led internal and external communication projects for various clients within worldwide business units. Scoped projects, prepared proposals, developed work plans and timelines, and worked with design, communication, and web teams, managing work flow and timely completion of projects within budget.
- Completed 265 projects in 2010, ranking 4th out of 21 project managers in projects delivered and billed 2% over goal.
- Improved processes and reduced duplication of efforts on several ongoing projects that resulted in smoother workflow and quicker turnaround times.

Safety Vision, Product Marketing, Houston, TX

2006–2008

- Established inter-departmental process regarding product launch planning and management. Directed global communications for multiple product lines and created company's first product overview brochure. Started development of company's first employee product training guidebook which enhanced sales training.
- Initiated company's rebranding effort, including redesign of company website, presenting consistent and professional image on all printed and electronic communications.

- Conducted market research and analyzed sales trends, identifying most profitable product lines. Developed strategy to increase market penetration in targeted industry sectors and created process for tracking and reporting lead trends that identified effectiveness of marketing projects.

Welcom Software (now Deltek), Marketing Communications, Houston, TX

2004–2005

- Created cohesive branding campaign for product solution areas. Performed market research, created collateral, developed presentations, and prepared sales training materials in go-to-market strategy for new vertical market.
- Managed global communication efforts for 3 product lines that represented 40% of company revenue. Handled all communications for product upgrade launch, without previous product knowledge, within 30-days' notice.
- Designed corporate and reseller websites and managed content. Used search engine optimization technique, increasing organic search engine standings and lead generation.

Texas Manufacturing Center/University of Houston, Marketing Manager, Houston, TX

2001-2003

- Supervised staff of 3 to coordinate events, managed direct mail campaigns, and created/maintained database.
- Developed budget and produced various communication materials that expanded company revenue 33%. Wrote press releases and responded to media regarding general information and events.
- Managed product marketing plans and identified new markets that led to 20% improvement in sales. Redirected service line marketing strategy that resulted in 50% growth.
- Budgeted, established, and promoted 3-day long, annual conference held for the first time in San Antonio, Texas. Conference received international interest with over 140 people in attendance the first year and 15% increase in attendance the following year for Houston, Texas event.

ADDITIONAL RELEVANT EXPERIENCE

- Developed and implemented marketing plans for a pharmaceutical company to introduce new products in regional markets that led to 15% increase in growth. Introduced theme for mature product line used by product manager in national campaign, differentiating product from competition, and growing sales and market share.
- Produced various communication materials for consulting group such as brochures, proposals, presentations, training manuals, press releases, and company website that improved company image and exposure.

EDUCATION / CERTIFICATIONS / PROFESSIONAL DEVELOPMENT

- Bachelor of Science (BS), Texas A&M University; plus 24 hours of Business/Management classes
- Coursework completed: Economics Micro/Macro, Master of Business Administration (MBA), University of Houston
- PMI Certified Project Management Professional (PMP), credential number 1484244
- Marketing Communications Certification, University of Houston
- Effective Speaking and Human Relations, Dale Carnegie

PROFESSIONAL AFFILIATIONS AND AWARDS

- Project Management Institute (PMI) Member (2005–present); Marketing Committee Member (2016–present)
- Houston Area Web Tech Special Interest Group Leader (2004–2015)
Presentations: Search Engine Optimization, CSS, Website Planning & Marketing
- American Advertising Federation (2006–2012) Houston Newsletter Editor – Creative Matters!
- BMA Lantern Award, Baker Hughes Wireline Services Catalog
- TMAC Service Award for initiating and organizing first annual Applied Manufacturing Conference
- Upjohn Academy Award for exceeding sales forecast by identifying and developing key clients
- Junior Chamber International Consular Forum Chairman–Thailand, Outstanding Project of the Year Award
- JCI Board of Directors, Director of International Affairs Silver Key recipient

COMPUTER SKILLS

Microsoft Office (including Access, Excel), SharePoint, Adobe InDesign, PhotoShop, Illustrator, Dreamweaver, HTML, CSS, QuickBooks, Visio, and CRM systems. (PC and Mac)