

Gina Balog-Sartario

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MARKETING AND COMMUNICATIONS PROFESSIONAL | PROJECT & EVENT MANAGEMENT

Profile

Resourceful marketing professional with 25 years of experience in the insurance and financial industry delivering measurable, core value solutions to drive sales, attract and retain customers and build reputable corporate brand. Results-driven manager with impressive planning abilities dedicated to using a strategic and analytical approach to achieve measurable results. Experienced not-for-profit executive developing successful marketing initiatives to build membership, deliver corporate sponsorships, and increase awareness of the organization's mission through strategic planning, community outreach, and fostering relationships.

Achievements

- Created the marketing and communications department for a multi-million-dollar not-for-profit establishing policies, procedures, and best practices
- Developed strategic marketing initiatives improving member outreach by 25% and increasing social channel engagement by 40%
- Re-establish the Insurance Federation of New York's (IFNY) Intern Program for underserved youth after a three-year hiatus. Raised a record-setting \$145K in donations; a 150% increase over prior years

Professional Skills

Marketing and Creative:

- Marketing collateral development and design
- Editing, proofreading, and content development
- Social media marketing, lead generation, and SEO
- Expert in adobe creative suite, MS office suite, and website development

Project Management:

- Strong planning and management for multi-level initiatives
- Collaborative team leader and energizing communicator
- Event Management (online or in person) including vendor negotiations, budget management, promotion and logistics

Customer Service:

- Cultivated effective partnerships with industry associations increasing customer/member outreach by 40%
- Designed customer/member benefit programs increasing engagement by 25%
- Improved user technology interface increasing efficiency and accuracy by 25%

Career History

Owner, GMB Creative LLC, New York

(October 2017 - Present)

GMB Creative LLC develops strategic marketing plans to support small- to mid-sized businesses with basic marketing needs. Industries include insurance and finance, healthcare, culinary arts, retail, and home improvement.

- Develop strategic marketing plans to support small- to mid-sized businesses with basic marketing needs, ranging from direct marketing to social media; B2B and B2C; customer acquisition, and retention.
- Event management including promotion, design, audio-visual, logistics, budgeting, and negotiation
- Use a multichannel approach to create balanced programs for clients to build their respective brands and businesses' online and offline presence.
- Design marketing collateral such as annual reports, newsletters, advertising design, stationary and logos to support brand development.
- Utilize professional experience and skills to develop lead generation to increase market presence, traffic and sales.

Marketing and Communications Manager

Excess Line Association of New York (ELANY)

(January 2020 – November 2022)

ELANY is a nonprofit insurance industry advisory association charged with the duty to facilitate and encourage compliance with the New York excess line law.

Achievements and responsibilities:

- Operated as a key member of the 7-person leadership team
- Established policies and procedures for the new marketing and communications department
- Studied the excess line laws and communicated rules and regulations to broker members
- Developed education programs and liaised with the Department of Financial Services as well as other industry leaders to meet the requirements for CE-approved programs.
- Redesigned the organization's website to improve user interface, SEO/SEM, and implement responsive web features
- Improved the organization's visual brand to help drive recognition and improve engagement.
- Designed innovative and target market collateral to support overall branding objectives
- Managed all events and logistics for tradeshow, Board retreats, and industry events, internally and externally

Director of Operations and Creative Services

CINN Global Inc. (Chase News Network), Connecticut

(February 1998 – December 2019)

CINN Global Inc. is a diversified group of companies in the insurance, publishing, investment, and institutional advancement fields.

Director of Operations (2012-2019)

- Worked with CEO to improve business processes by creating a reliable network infrastructure with updated technology, software, and support contracts
- Acted as the HR support for staff and contracted employees

Executive Director of the Insurance Federation of New York (IFNY) (2012 – 2019)

- Managed the daily operations and management functions of a non-profit association
- Developed online member recruitment strategies utilizing social media and multi-channel marketing
- Managed fundraising events and coordinated speakers, attendees, venue contracts, and negotiations
- Developed and implemented a corporate sponsorship program yielding \$40k in additional revenue by the end of the first quarter

Creative Director (2008 - 2019)

- Lead cross-functional creative teams to develop concepts and execute creative projects across social, digital, and traditional media
- Developed strategic marketing campaigns to increase sales and lead generation
- Developed publications and editorial content for various organizations including not-for-profits, insurance associations, and government-related organizations

Production Manager (2000 – 2008)

- Managed the creative workflow and print production for 300+ projects
- Supervised 10 personnel to ensure all creative produced was accurate, on time, and within budget
- Responsible for all print buying, inventory, vendor, and budget management

Graphic Designer (1998 -2008)

- Conceptualized and designed print pieces for various clients
- Developed newsletters, publication layouts, and aesthetically pleasing branding and agent advertising increasing customer interest by 15%.
- Illustrated concepts utilizing pitch decks, ppt presentations, and storyboards

Education

- *Currently Enrolled – NY Property & Casualty Licensing Course, Kaplan Essential Plus Live & On Demand*
- B.A. Art, Hunter College - 1996
- A.A. Applied Science / Fine Art, WCC – 1992