

JANET CALIGIURI

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Senior and results-driven marketing & communications professional with 20+ years of diversified marketing experience in business-to-consumer and business-to-business environments. Possess a wide range of marketing skills and techniques to achieve marketing ROI objectives. Strengths encompass developing and directing all aspects of marketing including:

- Creating Strategic Marketing Plans and Budgets
- Developing Direct Marketing Campaigns
- Budget Management/Cost Control
- Web-based Communications
- New Product Launches/Database Marketing
- Internal/External Vendor Management

EXECUTIVE PROFILE

- **Strong strategic thinker with outstanding marketing thought-leadership** and experience in bringing fresh ideas to new projects.
- **Proven ability to develop and implement innovative direct marketing campaigns** that win market share.
- **Performance-oriented manager and mentor.** Successfully manage individuals and teams to produce optimum creativity and performance in pursuit of organizational goals.

PROFESSIONAL HISTORY

AXA Equitable Life Insurance Company, New York, NY

Assistant Vice President

Marketing Director

2001-2008

12/2001-12/2008

6/2001-12/2001

Responsible for overseeing the development of strategic direct response online and offline marketing programs that promoted AXA Equitable's retirement and investment products in order to generate leads for cross-sales and new acquisitions to drive asset growth. Managed, mentored and supervised various marketing professionals.

- **Web-based Marketing:** Developed and managed new email marketing program for AXA Advisors Agents designed to cross-sell clients and generate leads from prospects, generating a 3.2% conversion rate (leads to sales) and over \$400M in AUM. Oversaw the AXA Advisors Agent Website Program for a period of time, including overseeing website content and functionality development, pricing packages, and special agent promotions to increase usage by AXA's field force. The field's use of the program more than doubled under my leadership.
- **Direct Mail Marketing:** Developed multi-channel direct marketing programs which sold AXA Equitable's life insurance, annuity, IRA and 529 products in order to generate qualified leads from prospects and clients to drive revenue growth from top customers. Annuity and IRA programs generated over \$20 million in AUM and over 600 new accounts each. Utilized customer profile models and attitudinal segmentation to test different messages and audiences. Targeted campaigns generated 50 - 100% lift in response rates.
- **Focus Group Research:** Consumer-tested marketing campaigns through focus group research in order to refine concepts prior to market launch.
- **Campaign Analysis and Lead Tracking:** Oversaw campaign sales tracking reports for senior management. Tracked and monitored success of each program and made any necessary refinements prior to rollout.
- **Marketing Plan Development:** Created and presented strategic marketing plans with supporting P&L for each program in order to obtain approval and buy-in from senior management.
- **Executive Development Team:** Chosen to participate on AXA's 2003/2004 Telemaque Team – an 18-month worldwide executive management program of international high-potential AXA employees from the U.S., Asia, Europe, etc. Program included special training and consulting projects overseas at other AXA companies, global travel and presentations to AXA's Executive Board in Paris, France. Consulted with AXA's United Kingdom office on how to collect Voice of the Customer (VOC) data from various customer touch-points and integrate it into key business processes.

Arthur Andersen LLP, New York, NYMarketing Manager**2000-2001**

Developed business-to-business marketing campaigns to promote Arthur Andersen's service solutions.

- Developed marketing plans and budgets, gathered competitive information and conducted market research.
- Coordinated special events, marketing materials and managed support staff.

TIAA-CREF, New York, NY**1992-2000**Senior Marketing Manager/Consultant (Officer Level)

Responsible for developing strategic marketing programs for TIAA's retirement and investment products with an emphasis on direct mail marketing, new product marketing launches, internet marketing, strategic business planning, budget management and supervision of various marketing professionals.

- Defined target audiences and marketing strategies to support direct response marketing programs that sold TIAA's mutual fund, IRA, and retirement annuity products to various client and prospect audiences.
- Managed marketing budgets of up to \$3.3 MM to support new product launches.
- Generated over \$1 billion in assets for TIAA's retirement annuity product launch, over \$2 million in assets for its IRA product launch and over \$1 billion in assets for its mutual fund launch.
- Oversaw all phases of marketing product launches, including development of creative concepts and product positioning for sales fulfillment material, radio/print advertising, direct mail, website content, and cable television programs.
- Developed new business premium projections with supporting P&L for each program in order to obtain approval and buy-in from senior management.
- Developed strategic marketing plans and budgets for the mutual funds, IRA, and annuity product lines that encompassed innovative ideas and a multi-channel marketing approach.
- Coordinated TIAA's direct marketing programs including developing control and test plans and results tracking that generated response and conversion rates of 5 – 10%.
- Managed association-marketing channel for TIAA (Texas Medical Association and the American Veterinary Medical Association).

MONY (Mutual Of New York), Purchase, NY**1987-1992**Marketing Consultant

Developed strategic marketing campaigns and materials that sold MONY's retirement products and services.

- Defined target audiences and marketing strategies to increase sales and awareness of MONY's 401(k) and 403(b) tax deferred annuity products.
- Oversaw development of 401(k) and 403(b) proposals for employer/benefits administrator presentations.
- Developed enrollment materials for all retirement plan products and managed end-to-end development of marketing materials such as advertising, direct mail, and collateral material.
- Developed budgets/business plans, conducted market research and compiled archive of competitive information.
- Wrote and edited content for various types of marketing material.
- Supervised three marketing professionals.

OTHER EMPLOYMENT

Additional Marketing & Communications positions from 1983- 1987:

National Reinsurance Corporation, Stamford, CTCommunications Coordinator**Sutton Publishing Company, White Plains, NY**Associate Editor**MCI International, Rye Brook, NY**Copywriter/Communications Specialist**EDUCATION**

Bachelor of Arts Degree (B.A.), Journalism, Pace University, White Plains, New York

LICENSES

Series 6 and 63 Licensed Representative