

Ed Foley

151 Highland Ave., Jenkintown, PA 19046
215-260-5701 • ed.foley@gmail.com

MARKETING COMMUNICATIONS EXECUTIVE

Seeks position managing the development and implementation of communications, branding, and public relations strategy

SUMMARY OF QUALIFICATIONS

- ✓ Experienced communications professional with extensive web background
- ✓ Skillful developer of integrated on/offline strategic communications programs that exceed objectives
- ✓ In-depth program management experience from conception to implementation through team development and leadership skills
- ✓ At ease with budget limitations, tight deadlines and high pressure
- ✓ Strong ability to influence thinking, form strategic alliances, and build consensus

PROFESSIONAL EXPERIENCE

Marketing and Promotion

- Developed partnerships with third-party subject-matter experts which positioned firm as a thought leader
- Worked closely with portfolio managers in developing accurate, compelling investment sales stories
- Managed national quantitative public opinion research poll, creating objectively compelling marketing rationale
- Conducted ongoing qualitative research program that ensured appropriate marketing focus
- Leveraged proprietary research findings to establish relationships with industry publications, resulting in favorable national press for marketing programs
- Created program for regular interaction between writers and sales teams that fostered consistency of message
- Developed unique high-ROI fundraising concept for national nonprofit resulting in extensive local and national publicity (unpaid volunteer activity)

Program Administration

- Conceived, developed and implemented MFS Heritage Planning, the mutual fund industry's first value-add program for financial advisors – 41% of advisors called Heritage Planning the #1 reason for doing business with MFS, after product performance
- Created Delaware Decision Decade, a value-add program that supported financial advisors and their clients transitioning to retirement
- Developed mutual fund industry's first website targeted specifically to financial professionals
- Launched three new websites for Turner Investment Partners - an advisor site, an employee site, and an alternative investments site, including creation of all content
- Managed mission-critical vendors from selection through day-to-day relationships, including periodic reviews that maintained high quality deliverables and cost effectiveness

Leadership/Management

- Managed 25 person cross-functional team in creating financial services industry's first advisor-focused website
- Hired/managed/coached teams of 5-10 members, supporting editorial, project management, and marketing functions
- Presented extensively before industry groups including Financial Planning Association, Mutual Fund Education Alliance, National Association of Personal Financial Advisors, and others
- Running for mayor of Jenkintown, PA in 2009 elections to improve communications between residents and government (unpaid volunteer activity)

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Editorial/Creative

- Wrote and edited corporate internal and external communications, including employee communications and monthly news publications directed to individual sales distribution channels
- Wrote numerous marketing collateral pieces, ranging from investment commentary, to client educational materials, to a corporate art catalog
- Planned advertising campaigns and wrote print, radio and television copy
- Researched, wrote, and edited customer newsletters for client financial institutions
- Researched and wrote various paid-circulation monthly newsletters, primarily finance and healthcare
- Covered area crime, politics, courts, and lifestyle beats for a daily newspaper
- Wrote website content
- Created educational materials in support of financial advisors and their clients

EMPLOYMENT HISTORY

VP– e-Business (promoted once), BlackRock, Inc., Plainsboro, NJ 2005 – present
Manage website value-add tools and resources for BlackRock’s third-party distribution venues

e-Business Manager, Turner Investment Partners, Berwyn, PA 2001 –2005
Directed content development, architecture and user interface for public and employee websites

VP-Electronic Marketing, Lincoln Financial, Philadelphia, PA 1999 – 2001
Directed content development, architecture and user interface for broker and investor websites

VP-Marketing (promoted three times), MFS Investment Management, Boston, MA 1990 – 1999

- Created/managed Heritage Planning, a program of resources for advisors marketing to affluent investors
- Led a cross-functional team in creating the first MFS website
- Planned, wrote, and edited sales promotion fliers, brochures, and direct mail
- Wrote and edited MFS corporate internal and external communications

Copywriter, Smith, Badofsky and Raffel Advertising, Chicago, Illinois 1988 – 1989
Planned campaigns and wrote print, radio and television copy

Editor, First Marketing Corporation, Pompano Beach, Florida 1986 – 1988
Edited personalized customer newsletters for client financial institutions. Managed client relationships

Editor, Newsletter Management Corporation, Boca Raton, Florida 1985 – 1986
Researched and wrote various paid-circulation finance and healthcare newsletters

Reporter/Photographer, West Frankfort Daily American, West Frankfort, Illinois 1984 – 1985
Covered area crime, politics, courts, and lifestyle beats

EDUCATION

Southern Illinois University
Bachelor of Science, 1984

Major: Journalism
Minor: Literature