

SHERRY LEE

Marketing Communications Executive

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Greater Philadelphia Area

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PROFESSIONAL SUMMARY

Senior marketing communications expert with 20+ years' experience developing and executing integrated marketing strategy and tactical marketing initiatives for professional service firms and nonprofits, as well as a respected financial journalist for *The Wall Street Journal Europe* and The Economist Group. Direct entrepreneurial experience developing marketing programs from the ground up. Demonstrates collaborative leadership when working with stakeholders, whether senior business leaders or board members of a nonprofit. An expert at bridging cultures and starting things. Certified marketer with the Chartered Institute of Marketing.

PROFESSIONAL SKILLS

Brand Building
Digital Marketing
Marketing Strategy
Budget Management
Project Management
Team Development and Mentoring
Excellent Written/Oral Communications
Global, Regional & Cross-Functional Leadership
Collaboration with Sales and Marketing Teams

PROFESSIONAL EXPERIENCE

The Center Foundation, Board of Trustees Member – Media, Pennsylvania **March 2019 - Present**

- Serve on the Board of the foundation which mentors, educates and empowers teens and adults to fulfill their potential as healthy, responsible and engaged members of the community.
- Chair the Fundraising Committee.

American Marketing Association of Philadelphia, Social Media Manager – Philadelphia, Pennsylvania **April 2019 - Present**

- Manage social media for the Philadelphia chapter, providing thought leadership content.

Family Leave/Career Sabbatical **September 2012-March 2018**

Igreja Cristã Vida, Communications Team Leader – Fortaleza, Brazil **October 2008 – September 2012**

- Led a comprehensive visual identity exercise for a large Brazilian church focused on social outreach to the poor and marginalized. Included designing the logo, developing the website and creating a digital marketing program.
- Developed and managed a website specifically for the television program, wrote devotional content in Portuguese and coordinated fundraising activities.
- **Results:** Planned communications strategy and integrated the communications activities of 10 ministry groups.

Brazil Business Today, Editor/Writer – Fortaleza, Brazil **March 2011 – January 2012**

- Provided analysis of Brazilian political and financial news, and managed and edited an English-language news monitoring service of EIN News/Internet Product Development Group (<http://brazilbusiness.einnews.com/>).
- **Results:** Co-developed and launched the site and grew it to 1000 subscribers.

PricewaterhouseCoopers (PwC) – Central & Eastern Europe, CIS and London (UK) **March 1999 – July 2005**

Results: Within six years, transitioned from Manager covering three countries to Senior Manager and representative on the Markets Council for CEE/CIS – a select group of senior partners and senior business development managers.

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Page 2

PwC Tax & Legal CEE/CIS Business Development Leader – Budapest, Hungary June 2003 – July 2005

- Responsible for targeting and client relationship management for the Central & Eastern Europe and CIS region.
- Led the coordination of business development and marketing professionals across more than 20 countries.
- Trained employees in brand awareness management and events planning and provided coaching to young professionals in their work and career.
- Served as a liaison between firm partners and senior management on client issues.
- **Results:** Contributed to revenue growth of nearly 150% or about USD 150m over a four year period.

Global Marketing Communications Senior Manager – London, UK July 2002 – June 2003

- Managed international advertising campaigns, corporate communications, promotional activities and internal communications globally for PwC's Corporate Finance practice.
- **Results:** Hand-picked by Senior Marketing Partner to build consensus among seven global partners to create a client-focused sales proposal template and global sales experience database; launched the product in only one year.

CEE Marketing Communications Manager – Budapest, Hungary March 1999 – June 2002

- Responsible for creating the integrated marketing communications program for PwC's \$25 million Central European Corporate Finance practice covering four countries.
- Marketed financial advisory products, coordinated activities of marketing professionals across the region and managed the regional marketing budget.
- Headed public relations for the group in the region, coordinating press conferences across four countries.
- **Results:** Expanded the Hungarian mergers and acquisitions survey to an annual regional publication, *The CEE M&A Survey*, making it the "go-to" source of data and news on M&A transactions in the region.

European Hospitality and Leisure Marketing Communications Manager – Budapest, Hungary March 1999 – June 2000

- Responsible for overseeing PwC's European Hospitality and Leisure industry-related marketing and media relations functions, while simultaneously serving as the Corporate Finance CEE Marketing Communications Manager.
- **Results:** Launched the first European edition of *Hospitality Directions Europe*.

The Economist Group, Hungary Correspondent – Budapest, Hungary January 1994 – December 1997

- Reported for the monthly magazine *Business Central Europe* and the weekly newsletter *Business Eastern Europe*.
- Updated The Economist Intelligence Unit publications *Investing, Licensing & Trading Conditions Abroad: Hungary 1996* and *Financing Foreign Operations: Hungary 1997*.
- **Results:** Broke the story of Hungary's first failed investment of a venture capital firm.

The Wall Street Journal Europe, Special Correspondent – Budapest, Hungary October 1992 – January 1994

- Provided front page feature articles for *The Wall Street Journal Europe* and feature stories including profiles of emerging Central European entrepreneurs for the *Central European Economic Review*.
- Responsible for covering financial services and capital markets for both the daily newspaper and regional monthly.
- **Results:** Member of the team that launched the regional monthly *Central European Economic Review*.

EDUCATION AND QUALIFICATIONS

Postgraduate Diploma in Marketing (DipM) – The Chartered Institute of Marketing (UK)

Master of Arts (Major: English Literature), Honors Graduate – Georgia State University, Atlanta, GA (USA)

Bachelor of Arts (Double Major: Communications, English), Magna Cum Laude – Mercer University, Macon, GA (USA)

Native English Speaker

Level 4 Portuguese Certification (Fluent) – Pontifical Catholic University (PUC), Rio de Janeiro (Brazil)

Basic Spanish and Hungarian