

Monique Elwell

Monique@Monique.net phone 740-MONIQUE (Q=0) www.Monique.net Denver, CO

I am a corporate executive and entrepreneur at the intersection of social/new media, business strategy and loyalty. My career began on Wall St. analyzing Internet companies' business models during the dot.com boom and migrated to marketing with a focus on consumer insights and brand. I have developed an innovative branding and messaging methodology for social media. I have experience managing and mentoring virtual global teams and P&Ls. My management style provides for independent thought and collaboration, but with strong oversight. I am often heavily involved in the sales function. I have founded and run three companies and worked at medium-sized companies to Fortune 500s.

Past Clients: Walt Disney World Theme Parks, AT&T Mobility, Harrah's Hotels & Casinos, SunCor, Hilton Hotels, Johns Manville, Starwood, BankVue/Kasasa, Vail Resorts Int'l, Apple Bottoms Fragrance, Royal Caribbean Cruises, Marine Conservation Alliance, Carlson Hotels, Mall of America, Visit Telluride, Wine Sisterhood/Middle Sister Wines, Rainbow Rewards, Dirty Blonde Cocktails

Industries: Travel/Hospitality/Leisure/Destination/Theme Parks, Food & Beverage, Beauty & Apparel, Technology, Entertainment, Home Renovation, CPG, Financial Services, Retail, Auto/Motorcycle

Conversify
Oct. '08 - Jan. '12

Conversify was a U.S. and U.K. social media agency Conversify.net
CEO, COO, Virtual

- Oversaw Social Media client-delivery, legal, finance, accounts, sales and operations
- Managed 6 employees, 6 contractors and 5 partners—extremely high ranking in employee loyalty
- Produced ROI for clients ranged from 2.0x to 30.0x ; increased client's loyalty (measured by NPS) 10%-20%
- Doubled Revenue each year of operations—bringing in approximately \$1 million in sales total
- Developed industry-leading social media and brand methodology
- Oversaw the development of social media/online content for 8 clients

McClain Finlon Advertising
Jun. '07 –Aug. '08

MFA was the largest independent creative advertising agency in Colorado
Group Director, Strategic & Account Planning, Denver, CO

- Responsible for consumer, marketing and brand strategies for all but two of the agency's clients
- Launched Vail Resorts' game changing EPIC Pass selling \$91MM in '08, a 29% increase in pass sales y/y
- Developed new brand for SunCor gas stations and created one-of-a-kind loyalty program
- On new business pitch team

Iconoculture
Jul. '05 - Dec. '06

Iconoculture is a consumer insights, market research and trend agency Iconoculture.com
Vice President, Consumer Strategist, Travel & Leisure, Virtual

- Led the travel and leisure practice
- Identified consumer insights across product categories, lifestyle segments and cohorts and translated them into strategic and tactical marketing opportunities for Fortune 500 companies and various advertising agencies. Topics: branding, message development, loyalty, segmentation, new media/social networking (Second Life, MySpace, etc.), pop-up retail and product development, gift cards, luxury/Trading Up/Down, sustainability (green), blue collar worker, moms, and the consumer impression of authenticity and foreign influence on brands
- Specialized in the single parent demographic and the Generation X cohort; Conversant across all cohorts
- Contributed heavily to closing new business opportunities

United Dominion Realty Trust
Apr. '04 - Jan. '05

UDR is a \$5 billion NYSE-traded residential apartment Real Estate Investment Trust Udr.com
Vice President, Investor Relations, Denver, CO

- Responsible for \$1MM P&L and all aspects of investor relations and shareholder services for 40%/55% retail/institutional shareholder base

Freelance
NYC, London
Mar. '01-Apr. '04

Provided financial, communications and marketing consulting to companies

- Advised a technology services company on how to add products and helped them raise \$3MM; Developed product pricing structure
- Helped travel technology company raise \$1MM in angel financing; Created the business plan, financials and initial marketing and sales strategies
- Outsourced Director of Marketing and Communications for travel company targeting single parent families
Results: Achieved placement in all major newspapers, some nationally syndicated radio shows and television, received sponsorships from target market's most respected organization (Parents Without Partners), Sandals & Beaches resorts and Universal Studios, and developed customer feedback channel that provided invaluable psychographic data

Amisto.com
New York, NY
May '98 - Feb. '01

Amisto was an innovative planning and booking Web travel site

Founder, President and CEO, New York, NY

- Responsible for all aspects of the business (legal, operational, Web site & server farm development, branding, marketing, product and business development, etc.); Helped design Web and database presentation technology for web content
- Hired and oversaw management team, 11 employees and over a 12 international contractors
- Raised seed and first venture round of capital—more than \$1 million
- One of the few companies to obtain contracts with over 300 suppliers
- In conjunction with PR agency, conducted a successful PR campaign with placements in CNN, *Travel & Leisure*, *Travel Weekly*, *Industry Standard* and *Forbes*

Equity Research
New York, NY
May '95 - May '98

Investment Banks & Brokerage Experience—one of only 5 Top Tier Global Teams covering the Internet industry during dot.com boom

Merrill Lynch ML.com

Industry Analyst—Internet

UBS Securities UBS.com

Research Associate—Internet and Global Tech Strategy

Smith Barney SmithBarney.com

Junior Research Associate-Special Situations (technology companies in various fields: medical, Internet, retail, etc.)

Research Assistant—Airlines and Logistics

- Researched consumer adaptation of technology and how that translated into business models
- Wrote analyst reports, earnings models, developed agendas and panels for conferences (Digital Television, IP Telephony and e-Commerce)
- Weekly access to C-Suite at every major Internet company in the mid-90s (Yahoo, Excite, Lycos, etc.)
- Marketed public equities to institutional and retail clients and internal sales force

Education

Temple University, Philadelphia, PA

Sep. '89 - May '93

Bachelor in Business Administration (B.B.A.) Concentration: international business

90% self-financed education

Study abroad in conjunction with Temple University:

Temple University Japan, Tokyo, Japan

Sep. '91 - Dec. '91

American University in Paris and University of Paris IV-La Sorbonne, Paris, France

Oct. '90 - May '91

Skills

Extremely proficient with computers & Social Media: Word, Excel, PowerPoint, all browsers, Google Apps, Outlook, social networks (Facebook, LinkedIn, Twitter, etc.), blogs (WordPress), etc.

Languages Native English speaker, working knowledge of French, rudimentary Japanese and Spanish

Boards

Academic Partnership, Dallas, TX/San Francisco, CA

Apr. '12 - present

Marketing Advisory Board