

BRIAN C. JAFFARIAN
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QUALIFICATIONS

Innovative professional with solid experience in managing successful cost-effective marketing programs.

CORE COMPETENCIES

Strategic Marketing
Plain-language Communications
Collateral Design
Public Relations

Internet Marketing
Staff Training
Event Planning
Insurance, Financial, Health Care

EXPERIENCE

Granite Hills Credit Union, Barre , Vermont

Marketing Manager, 1999 - 2001 and 2004 - Present

- Research, develop and implement marketing strategy and programs.
- Create and monitor new products and services.
- Plan and produce advertising, public relations, and promotional campaigns.
- Conceive, design and write newsletters, brochures, flyers and member communications.
- Manage publicity and promotional events and internal information programs.
- Instruct front line staff on customer communication and establish "sales" culture.
- Direct Website design and electronic information distribution.
- Analyze effectiveness of marketing initiatives.

Accomplishments:

- Created marketing department and related responsibilities.
- Winner of CUNA Diamond Award for Website Design.
- Successfully developed brand identity and increased member growth.

Vermont Parent Information Center, Williston, Vermont

Marketing Specialist, 1999 - 2005

- Developed marketing strategies to expand services and community awareness.
- Created direct-mail pieces and brochures for special events, fund-raising and workshops.
- Coordinated production and distribution of all materials.
- Designed and wrote contents for Website.
- Ensured the integrity of all published information.

Accomplishments:

- Created initial web presence; increased community awareness and in-bound calls.
- Established standards for design and communication used throughout organization.

Community Health Center of Burlington, Burlington, Vermont
Development Assistant, 2002 - 2004

- Supported development department with database and pledge management.
- Designed advertising, flyers, brochures and other marketing materials.
- Wrote and distributed press releases, coordinated advertising and external print activities.
- Assisted in event planning and implementation.

Accomplishments:

- Streamlined advertising design and management; decreased associated costs.

Sun Life of Canada, Group Insurance Division, Wellesley, Massachusetts
Manager, Customer Communications, 1992 - 1999

- Established and directed customer communication strategies for multiple products.
- Responsible for the contents of promotional materials, sales and technical resources, internal and external reference manuals, administrative forms, newsletters and brochures.
- Trained all levels of employees on customer service communications (oral and written).

Accomplishments:

- Standards Guide received first place honors in company-wide re-engineering challenge.
- Communication programs used as models for company's Canadian and British offices.

Groundwater Technology, Norwood, Massachusetts
Corporate Marketing and Sales Analyst; 1987 - 1992

- Planned, coordinated and promoted national seminars on environmental technologies. Selected speakers, designed brochures and acted as on-site director.
- Initiated, staffed and supervised telemarketing department.
- Researched, composed, and analyzed market research studies.

Accomplishments:

- Successfully launched and maintained company-wide sales tracking computer system.
- Increased seminar attendance by 35%.

EDUCATION

Baker University, Baldwin, Kansas - B.A., Business Administration / French, May, 1982

Northeastern University, Boston, Massachusetts – MBA, September, 1986

Internship: Unisys Corporation, Marketing Department, July, 1985 – December, 1985

COMPUTER SKILLS

PC and MAC: MS Word, PowerPoint, Excel, PageMaker, Quark, Publisher, FrontPage, Dreamweaver, LifeLine, Access.