

TERESA CARDONA

MARKETING & COMMUNICATIONS SPECIALIST

PROFESSIONAL SUMMARY

Interim Head of Marketing, Asbury Carbons Inc. – Led brand, acquisition, and lead retention strategies; executed campaigns across product launches, press releases, video, SEO, website, and social media; conducted monthly audits, ensured international GDPR compliance, and delivered leadership reports.

CONTACT

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TeresaCardona.com

SKILLS

- Website Maintenance & Development
- Lead Generation & Customer Acquisition
- Budget Management & Segment Creation
- Public Media Relations
- Internal & Executive Communications
- Press Releases & Case Study Development
- Editorial & Newsletter Development
- Social Media Strategy & Marketing

CONTENT CREATION

Site Building

- WordPress, Wix, HubSpot, Kentico, and Presta Shop

Design

- Adobe Suite and Canva Pro

Analytics

- Google Analytics(GA4), SEM Rush (SEO), Looker Studio, Agorapulse, and Matomo

Social Media

- Hootsuite (Certified), Agorapress, and HubSpot

Email Programs

- Yesware, Sendin Blue, Constant Contact, and Mail Chimp, and HubSpot

LANGUAGES

Spanish and English

EDUCATION

University of Hartford (2015-2019) Illustration & Communications

The Pennsylvania State University (2024 – Exp. 2026)

Master's in marketing - Marketing Analytics and Insights

LEADERSHIP ROLES

APMI International Board of Directors (2024-2026)

WORK EXPERIENCE

Asbury Carbons | International Marketing & Comm. Manager:
Interim Marketing Department Head - 2023-2025

- Grew the company's marketing department:** Establishing new lead processes, CRM and charter guidelines, aiding in staffing, and overall company marketing strategy.
- Led execution and management of company-wide marketing strategies to drive customers and lead acquisition.** Focusing on retention across multiple business lines. (*Print, Digital, and In Person*)
- Increased lead generation by 42% from 2023 to 2024** through multiple digital touchpoints, SEO optimization, trade shows, industry events, and implementation of a responsive pop-up contact form.
- Authored and managed Latin America, EU, and USA Carbon Chronicle newsletter, achieving a 36% open rate, 19% click-through rate (CTR), and 7% conversion rate (CVR)** while nurturing new sign-ups.
- Advised and managed the organization's marketing budget** for North America and Europe; served as a key advisor on digital campaigns, while overseeing staff selection, training, and management for the marketing department.
- Collaborated with and supervised internal teams, media outlets, and hired agencies to deliver integrated campaigns,** including product launches, press releases, interviews, copywriting, website management, video, and digital initiatives.
- Oversaw SEO, GDPR, social media(s), GA4, and project audits and reports to senior leadership and stakeholders,** while ensuring GDPR compliance in all marketing processes and data handling.

Saniflo SFA Inc. | NA Marketing & Comm. Manager 2019-2023

- Built the North American marketing department from the ground up,** establishing strategy, staffing, and processes to support growth across North America.
- Implemented and executed B2B and B2C strategic marketing plans, driving visibility and adoption across key customer segments,** including Remodeling, Aging in Place, Events, Marine/Boating Builders, Contractors, Construction, and Licensed Plumbers.
- Launched and managed Saniflo's first automated monthly newsletter, reaching both B2B professionals and B2C homeowners/remodelers,** while overseeing creation of branded materials for North America such as websites, press releases, case studies, white papers, blogs, social media, printed technical literature, and advertisements.
- Managed and developed the organization's North American marketing budget;** served as a key advisor for digital campaigns and the selection, training, and management of marketing staff.

Previous Marketing Industry Experiences:

- Aramark (2016-2019) Food Services & Hospitality
- University of Hartford, College of Arts and (2017- 2018) Higher Ed.
- iHeart Media (2016-2017) Media, Event Planning & Radio Broadcasting