

Neil J. Dougherty

74 Cherry Farm Lane • West Chester, PA 19382

610-517-2384 • neildoc01@comcast.net • [linkedin.com/in/neildougherty](https://www.linkedin.com/in/neildougherty) • neildougherty.com

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Professional Summary

- Marketing communications leader and strategist with expertise in multichannel marketing and advertising, digital transformation, content marketing, and social media marketing strategy.
- Directed agency accounts in Financial Services, Fintech, Healthcare, Manufacturing, and Travel & Tourism industries.
- Deep experience building marketing strategies and bringing compelling customer experiences to life across social media, content marketing, web and mobile devices, email, direct mail, print advertising, radio, and television.
- Steeped in account and relationship management and strategy, partnership building, strategic planning, persuasive presentations, and new business development.

Experience

Trellist Marketing and Technology

Wilmington, DE + Philadelphia, PA 2012-Present

Products and Services Leader – Marketing and Branding Solutions (4/17-Present)

Promoted to new leadership role and given full oversight and operations for all products and services offered by the Marketing and Branding division of the company. Drove over \$5M in average yearly revenue while managing a team of 20 designers, writers, strategists, marketing specialists, and account executives. Established a subcontracted managed services pipeline to drive additional revenue and maximize agency staff productivity.

Strategic Leadership – Social Business, Content Marketing & Communications (12/14-3/17)

Headed the firm's growing Social Business practice (includes strategic and tactical social media marketing programs) and Content Marketing & Communications practice. Managed all aspects of practice architecture, including defining/expanding services and solutions, recruiting and managing a staff of senior social media and content marketing experts, and developing effective, revenue-building partnerships with technology companies and service providers. Oversaw strategic client projects with revenue exceeding \$3M annually.

Strategic Leadership – Consulting & Account Services (9/13-11/14)

Promoted to Senior Marketing Consultant and Strategist role for accounts in the Financial Services, Fintech, Healthcare, Manufacturing, and Travel & Tourism industries, with a focus on helping clients shift spend to digital transformation, social business initiatives, and social media marketing efforts.

Senior Associate – Strategic Marketing Communications (7/12-9/13)

Provided marketing communications strategy, creative concept development, and copywriting leadership for several of the agency's financial services clients, including Bank of America, Capital One, Capital One 360, Barclaycard, Doral Bank, and NASA Federal Credit Union.

JPMorgan Chase & Co., Chase Credit Card Services Division

Wilmington, DE

2007-2012

Creative Services Senior Copywriter & Creative Lead

Provided copywriting and insightful creative direction on high-profile projects at Chase Card Services in-house creative agency. Assigned the most critical proprietary products including Chase Sapphire and Ink from Chase, plus Chase partnership products including the British Airways Visa, BP Visa, and LivingSocial Rewards Card. Created some of the company's earliest targeted Facebook paid advertising campaigns to create awareness and supplement acquisition.

Pathfinder Communications, LLC**Malvern, PA****2002-2007***Senior Associate – Campaigns, Elections & Issue Advocacy*

Managed mid-sized accounts for a regional consulting firm specializing in political campaigns and issue advocacy marketing. Provided campaign strategy, established campaign creative guidelines, and wrote strategic copy for end-to-end print, radio, and television campaigns for clients. Achieved a victory rate of 90% during tenure. Clients included Senator Arlen Specter, Matt Blunt for Governor, the Credit Union National Association, and Coors Brewing Co.

Image Tech Inc., David Welch Assoc. Division**West Chester, PA****2000-2002***Junior Copywriter and Account Executive*

Teamed with senior consultants, pollsters, and campaign staff to develop winning direct mail, radio, and television advertising for local, state, and federal candidates and campaign committees as a junior member of this *Campaigns & Elections*-rated political consultancy.

Education

Union College**Schenectady, NY****1996-2000**

Bachelor of Arts in English, Conferred June 2000

Published Articles and Expert Appearances

“10 Ways Social Listening Can Help Your Business” ***Social Media Today*** | [Link](#)

Featured Speaker at **2018 Del Tech Social Media Conference** (Delmarva’s Premier Social Media Event) | [Link](#)

Mentorship Activities

Devon Preparatory High School Alumni Mentorship Program Speaker and Consultant

2016-Present

Union College NY Alumni Interviewer and Mentor (Marketing Discipline)

2012-Present

Technology Skills

CRM, Email Marketing and Marketing Automation: Salesforce, ExactTarget, HubSpot, Constant Contact, Marketo

Social Media Management and Digital Analytics: Sprinklr Certified Admin, Hootsuite Certified, Sprout Social Partner Certified, Google Analytics, Twitter for Business (Ads and Analytics), Facebook Business Manager, LinkedIn (Ads and Analytics), Instagram, WeChat, Messaging Apps

Web Development and CMS End User: WordPress, Progress Sitefinity CMS

Professional Awards

Chase Creative Services Mailbox Pro Award Winner, Fourth Quarter 2011

Chase Marketing Services Executing With Excellence Winner, May 2009

Chase Champion Award Winner and Catalyst Nominee, September 2008