

Nancy M. Valent

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Professional Experience

NMV Strategies, LLC • Cleveland, OH

2004 - now

President & Owner

- Consulting services in writing, strategic marketing, branding, public relations and crisis communications media training
- Expertise in developing key marketing objectives, public relations placements and implementing creative projects, copywriting
- Providing bench strength to corporate marketing/communications departments and agencies

Proforma • Cleveland, OH

2000-2003

Chief Marketing Officer- Reporting to the Chief Executive Officer and Founder

- Developed the first strategic marketing direction for 600 independent owner network within leading franchise organization
- Created award-winning collateral and direct mail marketing support materials and multi-audience publications
- Implemented sales and marketing program to expand network by 200 owners and increased system wide sales by 15%
- Launched new brand strategy and logo for positioning and awareness in competitive market
- Directed technology team in development of contact management tool, web optimization and marketing database
- Lead teams to penetrate industry and product specific markets
- Trained owners for increased business development to optimize national sales accounts throughout U.S. and Canada
- Taught motivational seminars in sales and marketing
- Initiated pay-per-click strategy and email automation for lead generation on a newly designed web site
- Maximized media placements with coverage in national publications

Avery Dennison Corporation • Painesville, OH

1994-2000

Director of Marketing Communications & Public Relations- Reporting to the Group Vice President for North America and Europe

- Directed strategic marketing, public relations and communications for Avery Dennison's Fasson Roll divisions in North America and Latin America
- Conducted crisis media training sessions for executives throughout Avery's facilities in the United States and Canada
- Developed strategy and managed the execution of the group VP's platform and provided counsel to senior leadership
- Executed Six Sigma Internal Marketing Strategy for the Materials Group and manufacturing units
- Managed media relations and communications objectives during espionage trial and plant explosions
- Launched new corporate brand, identity and positioning campaign worldwide
- Coordinated efforts of marketing teams for end-user market penetration in key industries
- Directed campaigns of pressure-sensitive products with the launch of new facilities in Argentina, Brazil, Chile and Colombia
- Assisted Investor Relations department to host stock analysts for financial overview and executive presentations to the media

Management Recruiters International, Inc. • Cleveland, OH

1981-1994

Director of Public Relations & Advertising- Reporting to the President

- Created national PR and advertising programs for headquarters and 600 offices
- Positioned MRI's president as national spokesperson for employment trends in major business media
- Saved MRI over \$100,000 annually by developing in-house advertising agency
- Developed marketing campaign to increase addition of franchisees by 300%

Education & Appointments

- The Ohio State University – BA Degree – Journalism & PR
- The Ohio Senate - Senate Page for the 21st District
- Visiting Professor in Communications & Public Relations at Cleveland State University
- Telly Award for Excellence- Video Production Awards for Avery Dennison's Specialty Tape Division and Global Purchasing

Affiliations

- Cleveland American Advertising Club
- Sales & Marketing Executives of Cleveland/SME BizCon East
- IABC- Cleveland – Past President
- Press Club- Cleveland
- Affiliate Professor at the Case Western Reserve University Weatherhead School of Management for the Executive Programs
- Continuing Education Professor- Lake Erie College for Professional Development
- Tour de Cure 40-mile bike-a-thon for American Diabetes Association- coordinated race with ten Cleveland executives