

TERRI C. PICIONE

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OBJECTIVE

A highly motivated and seasoned professional with over 20 years of professional experience in project management, process improvement and corporate communications. Dynamic, results-driven, and hands-on professional with extensive marketing and project management experience. Seeking an amazing opportunity to apply my skill sets and utilize my experience.

SKILL SETS

- Project Management
- Report Generation & Analysis
- Agile Methodology
- Agile Scrum Master
- Process Implementation
- Team Building Management
- PMP Certification
- Digital Marketing
- Systems Installation & Training
- Corporate Communications
- FINRA Series 6 License
- Communication

PROFESSIONAL EXPERIENCE

PRUDENTIAL Newark, NJ

Manager, eMarketing 2006 - Present

- Project manager executing the change management process and efficiency improvement deliverables.
- Project manager for the Workfront workflow system, responsible for both technical and business components. These include configuration management, change management, communication planning, training roll-out and overall implementation. This new enterprise tool increased process efficiencies and maximized resources through capacity management and financial budget tracking.
- Architect and business owner holding vision and development of the PruMarketing On-Demand platform, a print-on-demand application. After identifying the need, developed a platform strategy and pioneered this vendor application in the enterprise. Maintained responsibility for promotion, daily operations and budget, contract negotiations, privacy issues, reporting and success analysis.
- Developed and delivered automatic aligned and unaligned marketing campaigns, direct mail, advertising pieces, kits on demand and brochures.

PRUDENTIAL Berkeley Heights, NJ

Marketing Materials Manager, Field Sales Support 1999-2006

- Project manager responsible for channeling consumer marketing materials through Prudential's content experts and marketing review compliance process.
- Areas supported included Outbrokerage and Advanced Marketing including topics, such as work force marketing, estate planning and business planning.
- Co-project manager on Prudential's Advanced Marketing Success Institute conference (AMSI), selecting conference speakers, obtaining seminar material approval, participant and speaker registration, conference communications and continuing education tracking. Session drew approximately 250 attendees and 6 conference speakers.

PRUDENTIAL Edison, NJ

Associate Manager, Business Planning and Continuation 1998-1999

- Continuation planner role that included plan development, updates, and testing of critical functions.
- Also responsible for working with marketing communications partners to develop client forms and sales promotion pieces, such as mailer inserts.
- Assisted in a business process redesign projects, a reengineering effort that streamlined statement handling and customer service.

PRUDENTIAL Newark, NJ

Associate Manager, Training Content Providers 1996-1998

PRUDENTIAL Liberty Corner, NJ

Development Specialist 1993-1996

EDUCATION

- **Fairleigh Dickinson University** - Bachelors of Arts in English Communications, Graduated Cum Laude
- **The American College** - Coursework for Chartered Life Underwriter (CLU)
- Women Unlimited Leadership and Education Development (LEAD) Program graduate