

ELLEN M. DUGAS

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MARKETING MANAGER

**Growth Strategies / Market Research & Analysis / Advertising / Events / Budgets / Launches
Multimedia / Creative Development / Planning / Strategic Partnerships / Promotions / Viral Marketing**

An award-winning marketing manager, at **Walt Disney Pictures**, I played a key role in everything from market research and analysis to creative development and execution of highly successful marketing campaigns that contributed to strong revenue results. Working with Disney brands including **Touchstone, Pixar, DreamWorks** and **Marvel**, I helped to launch box office hits such as the *Pirates of the Caribbean* and *Toy Story* franchises. I can contribute at your firm by:

- Maximizing ROI on marketing and advertising spend**
- Developing and executing hard-hitting marketing campaigns**
- Identifying and capitalizing on consumer tastes and market trends**
- Delivering exceptional results under tight time and budgetary constraints**
- Managing in-house and external research, creative, production and advertising teams**

Known for high-energy, creativity and strong analytic skills, I have an eye for spotting consumer tastes ahead of the curve. I hold a **Bachelor of Arts degree with Honors in Communications** from Bridgewater State University.

SELECTED ACCOMPLISHMENTS

Revitalized marketing for *Tron: Legacy*. Flagship feature film was lagging in global interest. Conducted worldwide campaign review to assess reasons for declining traffic and market buzz. Developed and rolled out fresh print, TV and theatrical trailers. Boosted ticket sales contributing to \$400M box office.

Eliminated cost overruns with budget modeling and oversight. Disney creative executives were consistently exceeding production budgets by an average of \$200K annually. Created an online system budget planning and tracking tool. Avoided future overruns while significantly lowering budgeting labor and costs.

Designed a prototype on-line community. Disney's creative team wanted to find new innovative ways to have moviegoers evaluate their marketing materials. Created an on-line community to obtain organic views on our marketing campaigns and gain in-depth views on the various Disney brands.

Streamlined advertising testing process. Market research conducted on movie ad trailer and TV testing was costly and inefficient, with excessive manpower required to gather data. Implemented technology solution, enabling data gathering to be conducted remotely. Reduced costs 66%.

Created high-impact media campaign for M. Night Shyamalan movie. Proposed TV spots promoting *The Village* tested poorly. Collaborating with creative team, recommended focusing commercial on a single character from the film, using creepy atmospherics to heighten the strong suspense factor of the movie. Leveraged re-cut spot to generate strong buzz, helping to deliver a \$50M opening weekend and \$256M in worldwide receipts.

Implemented high-performance, low-cost market research tool. Labor-intensive exit research for Marvel brand was costly. Sourced a kiosk-based electronic data gathering tool. Worked with vendor to roll out system in 37 theaters in 24 markets. Cut costs from \$100K+ per event to less than \$12K, saving hundreds of thousands annually.

CAREER HISTORY

Walt Disney Pictures, 2001-Present. As a marketing and advertising leader, directed global market research projects. Plan and manage execution of global strategic marketing for new film releases and re-releases. Manage vendors. Assess scripts for marketing potential. Began in 2000 as a contract employee; hired permanently in 2001.

Concurrent with Walt Disney, from 2000 until 2009, volunteered as **Project Leader** for **LA Works**, a community-based nonprofit. Organized and managed fund raising events with up to 1,000 attendees, working closing with sponsoring partners from the business community, including Target, Home Depot and Comcast.

Earlier: Production Coordinator, Universal Studios; **Access Coordinator**, AT&T/Media One, working in a studio/remote production role at their Massachusetts cable TV outlets.

Personal: Honored with **Volunteer Service Award from President George Bush** and **Disney SpEARit Award**. In my spare time I enjoy dance and kickball (playing for a team that competed in the national championships).