

Meg Novins Hanington

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Objective

Seeking an opportunity to add high value by contributing my experiences in account management, marketing and financial services for philanthropic causes. This opportunity should immediately allow for providing impact organizational goals, objectives and bottom line.

Experience

Staples Promotional Products

Account Executive, Princeton Jct., NJ (2008 - 2009)

- Leverage existing office product client relationships by cross-selling promotional product commodity across multiple organization levels whose annual spend is in excess of \$100,000 annually.
- Assumed existing client base and increased sales 25% within 6 months.
- Prospect and develop new customer relationships, primarily through in-person contact, phone follow-up and sales presentations.
- Close adherence to sales strategies to ensure revenue and profitability objectives.
- Utilized web based tool in order to track and monitor activity within accounts base.
- Clients served: Pharmaceutical, Financial, Education, Industrial

Merrill Lynch Pierce Fenner & Smith

Assistant Vice President, Marketing Associate, Pennington, NJ (2001 - 2008)

- Support the communications and internal marketing needs for 5 products and services through the coordination and interaction with Product Management teams and related support and services areas.
- Provide strategic guidance and consultation along with support through the development and deployment of tactical plans supporting communications and marketing needs.
- Strictly managed relationships to ensure technical accuracy and on-time delivery through project planning and content development along with facilitation of editorial and compliance reviews.
- Close adherence to legal, budgetary and scheduling constraints.

Merrill Lynch Investment Management, Princeton, NJ

Vice President, Business Analyst/Client Development (1999 - 2001)

- Implemented the development and rollout of a client relationship management ("CRM") system, for 150 users, enabling sales teams to increase productivity by leveraging cross-selling and up-selling opportunities to provide better service to customer base, resulting in increased revenue.
- Created and developed technical documentation to describe business process of sales and marketing channels to system developers to configure processes to meet business specifications.
- Created and developed testing documentation through business case scenarios during sales process mapping sessions and conducted extensive interviews with sales teams for remote and non-remote users to develop system test scripts.

Assistant Vice President, Marketing Associate (1992 – 1999)

- Created and developed sales and marketing materials designed to promote product awareness within the retirement business.
- Managed virtual team of designers, editors, and fulfillment house to produce sales and marketing collateral; 11 million pieces annually.
- Provided technical sales support including analysis of mutual funds for investment presentations and proposal preparation.

Merrill Lynch Pierce Fenner & Smith

Programmer Analyst, Princeton, NJ (1986 – 1992)

- Developed management workstation providing 10+ senior sales managers with daily reports for various performance measurements of sales force. Extensive research was conducted with sales and senior management.
- Enhanced and expanded a fee-based account system which monitored sales performance.
- Developed a reporting system to monitor 10+ key products.

Administrative Assistant, New York, NY (1983 – 1986)

Professional Development

Attended multiple business and technical courses, seminars and conferences from various business, sales & technical institutions.

Awards/Committees

- *Merrill Lynch Special Achievement Award; 2002 and 2003*
- *Employee Satisfaction Committee (2003 – 2008)*
Volunteer member of the Employee Satisfaction Committee which reinforces and encourages teamwork, innovation and effective interactions within a dynamic work environment. Twenty-five person committee was the grass-roots of the Employee Development Council for the Retirement Group.
- *Employee Development Council (2005 – 2008)*
Founding member, 20+ person council, works to create an environment that fosters ongoing learning and development of all employees. The Council is responsible for creating a multi-dimensional program designed to familiarize employees with the various development tools already available, provide career forums, enhance product knowledge and expand personal development.

Professional and Philanthropic Affiliations

- Trinity Church, Parish Life, Chair (2004 – 2006)
- Trinity Church, 175th Anniversary Celebration, Chair (2009)
- Embrace Kids Foundation, formerly The Institute for Children with Cancer & Blood Disorders, Committee Member (2003 – present)

Education

- Katherine Gibbs, Liberal Arts Program, Montclair, NJ
- Mercer County Community College, Liberal Arts, West Windsor, NJ

Personal

Married, 6 children. Interests include cooking, boating, traveling, reading and spending time with family and friends.