

Cari Ferrara

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EXPERT IN SMART RELATIONSHIP MARKETING

Relationship marketing expert with extensive experience using data & insight to build consumer relationships that drive sales & retention. Widely acknowledged as expert in CRM, marketing communications, contact strategy, loyalty marketing, and email & mobile operations.

- **Strategy** - Problem solver delivering results through analysis of consumer behavior, drivers of profitability, competitive landscape, industry trends and business priorities.
- **Marketing Communications** - Skilled in forging bonds with customers through communications that build & secure a relationship with the brand.
- **Automation** - Adept at using data to create a marketing practice that is more efficient and effective through automation and Next Best Action.
- **Email & Mobile Marketing** - Skilled in establishing or upgrading email & mobile marketing practices to be a key component of an omni-channel strategy.
- **Loyalty Marketing** - Able to create raving fans of the brand by building a loyalty practice that drives positive word of mouth and advocacy.

Core Competencies: Marketing Communications | Lead Management | Email & Mobile Marketing | Loyalty Marketing | Marketing Operations | Strategy & Planning | Marketing Analytics | Customer Experience | Team Leadership | B2C/B2B, Agency, Corporate, Nonprofit

PROFESSIONAL EXPERIENCE

EVERGY, Kansas City, MO

2019 - Present

Director of Marketing

Supervise 15-member team managing marketing strategy, marketing communications, digital marketing, product marketing and branding. Leading CRM platform development and execution of customer journeys through multi-channel communications and treatment. Leading email & mobile marketing and operations. Focused on delivering exceptional customer experience through relevant marketing, frictionless experiences, and intuitive offerings.

INTOUCH SOLUTIONS, Overland Park, KS

2018 - 2019

Group Director, Strategic Planning

Leader and idea generator who inspires internal and client teams toward ground-breaking marketing. Expert in understanding consumer journeys across multiple brands and how people live in our digital world, while providing strategic planning. Analyze research and data, distilling into actionable insights and strategic recommendations.

SPRINT, Overland Park, KS

2004 – 2018

Director of Marketing, Lifecycle & Loyalty

2015 – 2018

Supervised 16-member team managing all marketing communications and customer treatments. Designed lifecycle treatments for base of 30M customers, including onboarding, save offers and loyalty treatments. Led email & mobile marketing & operations for entire enterprise.

- Achieved 3% reduction in customer churn by establishing contact strategy and message governance, leading to ~\$65M in saved annual revenue.

- Improved customer brand perceptions based on network improvement communications, driving dramatic improvement in customer defections - 20 basis point reduction in churn.
- Led establishment of in-house agency studio, replacing external agency resources saving ~\$5M annually.

Director of Marketing/Sales Support

2013 – 2015

Supervised 30-member team managing all marketing communications and sales support for B2B wholesale customers.

- Launched new Wholesale brand increasing leads in wholesale telecom community.

SPRINT (continued)

Marketing Manager

2004 – 2013

Supervised 5-member team managing lifecycle and loyalty communications and treatments.

- Designed and launched customer segmentation framework based on Personix data, improving media buy efficiencies.
- Created monthly engage meetings for cross-functional development and learning featuring speakers at no cost, increasing attendance averaging 500/month.
- Completed Sprint Manager Leadership program as training ground for next level leadership, resulting in promotion to Director.
- Received Sprint Circle of Excellence nominations 2006 and 2011 for leading marketing programs that delivered material business impacts.

ADDITIONAL RELEVANT EXPERIENCE

- **Entercom Radio**, Merriam, KS, Director of Operations
- **Hallmark Loyalty**, Kansas City, MO, Client Supervisor
- **Children International**, Kansas City, MO, Director of Marketing
- **Kobs & Draft, Inc.**, New York, NY, Account Mgmt/Media Planner/Buyer
- **Lawrence Butner Advertising, Inc.**, New York, NY, Manager Media/Account Services

EDUCATION

Bachelor of Science (BS), Journalism, Advertising, University of Kansas, Lawrence, KS

PROFESSIONAL DEVELOPMENT

- Georgetown Leadership Program
- National Direct Marketing Association Conferences
- Kansas City DMA Meetings
- Central Exchange Leadership Lyceum
- American Marketing Association Meetings
- SkillPath Change Management Workshop

AFFILIATIONS/ASSOCIATIONS/MEMBERSHIPS

- United Way Young Leaders Society, Advisory Board
- National Direct Marketing Association
- Kansas City Direct Marketing Association
- American Marketing Association