

# Monquie Bishard

Marketing Director

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## Employment History

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### Details

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### Marketing Director at Kohl's, WI

May 2022 - Present

- Led the development and execution of an integrated marketing strategy that increased brand awareness by X% and generated Y new leads per month.
- Defined target audiences and created messaging that resonated, resulting in a 10X increase in website traffic from key demographics.
- Partnered with Sales to develop campaigns that drove pipeline growth and closed deals worth \$Z million dollars.
- Managed a team of 4 direct reports responsible for executing all aspects of marketing initiatives including events, webinars, digital advertising, etc.

### Senior Marketing Director at We Energies, WI

Sep 2019 - Mar 2022

- Led the development and execution of marketing plans for 3 product launches that generated \$15M in new revenue.
- Managed a team of 8 direct reports and 15 total employees responsible for all aspects of marketing including branding, advertising, market research, public relations, events/trade shows, and digital marketing.
- Developed award-winning integrated communications campaign that increased brand awareness by 25% among target audience.
- Grew email list from scratch to 250K subscribers in 18 months resulting in 10% increase in website traffic.
- Negotiated media partnerships with top tier publications yielding over \$500K in value through cross-promotional opportunities.

### Associate Marketing Director at The Wisconsin Alumni Research Foundation, WI

Jul 2015 - Jul 2019

- Led a team of 8 in developing and executing an integrated marketing campaign that generated a 20% increase in web traffic and 30% higher conversion rates.
- Defined the target market for a new product line which resulted in \$2M dollars in incremental revenue within 6 months.
- Ideation, development, and management of successful annual customer loyalty program yielding 10% increase year over year.
- Authored award-winning White Paper on industry best practices which was downloaded 5,000 times in first month.
- Managed cross-functional teams to produce 3 highly effective global launches on time & under budget.