

# Timothy Condron

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## PROFESSIONAL SUMMARY

Marketing and Communications Strategist - Creative Director - Content Development

Integrated marketing campaign planning and management - Produced and directed national sales meetings - Produce annual Macy's Downtown Dazzle holiday event - Market launches for banking, telco and entertainment clients

## FULL-TIME EMPLOYMENT HISTORY

### Corporate Communications Director, First Financial Bank

2019 – Current

Financial Services, Cincinnati OH

- Manage all corporate communications, including executive communications, associate communications, public relations, media relations, crisis communications, and financial communications.
- Work closely with executive leadership to develop and communicate corporate strategic initiatives.
- Speech writer for CEO and other members of the executive team.
- Led bank's crisis communication response to COVID-19 pandemic including media inquiries, proactive story pitches, establishment and management of weekly CEO associate updates and monthly Town Halls, maintaining communication to geographically dispersed associate teams, and development of return-to-the-workplace policies and communication plans.
- Ongoing management of corporate intranet, developing design and content management strategies and coordinating the efforts of marketing, IT, and departmental content owners.
- Project lead for corporate intranet redesign project.

### Marketing Manager, Pomeroy

2013 – 2018

IT Managed Service Provider, Hebron KY

- Develop and manage integrated marketing campaigns for product and service offerings, including Workplace Services, Enterprise Networking, Data Center, and Global Service Support services
- Develop and manage lead generation marketing automation campaigns, delivering 116% of Q1&2 2018 lead generation goals and more than 300% of asset download goals
- Deliver marketing and branding leadership for go-to-market strategy
- Led expansion of organic social media use and adoption of paid digital advertising campaigns
- Developed collaborative marketing plans that integrate Corporate Marketing, Partner Marketing, and Sales, incorporating Marketo and Salesforce platforms, quarterly planning sessions, improved resource allocation, unified messaging and branding, and data analysis
- Lead thought leadership program with production of SME videos, blogs, website features and social media posts
- Develop account-based marketing pitches in conjunction with Pomeroy sales and OEM partner marketing

### Creative Director, Stout & Gallant

2004 – 2009

Event Marketing, Cincinnati OH

- Produced, directed and led presentation development for three national sales meetings for Sara Lee Food & Beverage, helping drive +10% year-over-year sales revenue improvements
- Produced advertising and marketing events for National City Bank's most successful market launch
- Produced sales video for Corporex's luxury condominium, The Ascent at Roebling, helping achieve 70% capacity at the time of the property's grand opening

### Corporate Communications Manager, Cincinnati Bell

1998 – 1999

Telecommunications, Cincinnati OH

- Creative direction, content development and scripting for Cincinnati Bell's corporate sales events, and ZoomTown and AnyDistance product launch events
- Speech writing for CBI executive management team, including the company's CEO, CFO, Chairman of the Board, and various executive vice presidents and vice presidents
- Managing the functions of CBI's television studio, post-production suite, and corporate intranet

## **Communications Manager, ChoiceCare**

1993 – 1998

Health Maintenance Organization, Cincinnati OH

- Led development of ChoiceCare's initial website project, including automated provider directory validation and network publication processes, creating first-of-its-kind online database of physicians, hospitals and specialty care providers
- Led development and management of all communication efforts to 250,000 ChoiceCare members, ChoiceCare's sales team, and employers/brokers
- Developed all marketing communication strategies and deliverables for ChoiceCare's health management and disease prevention initiatives.

## **ENTREPRENEURIAL EXPERIENCE**

### **Creative Director, Sparked Imaginations**

1999 – Present

Marketing Communications, Cincinnati OH

- Founded Sparked Imaginations, a marketing communications consultancy, helping clients communicate important brand messages in ways that drive positive business outcomes. I work at the executive level to help foster clarity and consensus around business objectives. From a tactical and team level, I develop strategies, content, and lead creative groups to deliver dynamic marketing and communications solutions.
- Produce annual Macy's Downtown Dazzle holiday event, driving year-over-year increases in attendance at Taft Museum of Art, Cincinnati Pops, Children's Theater of Cincinnati, Aronoff Center, and other Downtown retailers
- Produced, directed, scripted Batter Up Bash, 2015 MLB All Star Game kickoff event on Cincinnati's Fountain Square
- Producer, director and scripting for Hollywood Casino Lawrenceburg's Grand Opening and press events, and Anthony Muñoz Foundation Hall of Fame events and Youth Leadership Seminars
- Developed content for relaunch of Fifth Third Business and Commercial Banking websites; developed segmentation plans and copy for integrated digital marketing campaigns, wrote video scripts and developed sales presentations
- Led development of more than 200 marketing assets for Vantiv market launch in 60-day timeline, including web content, brochures and case studies
- Produced fundraisers for Green Diamond Gallery, raising \$60,000 in year one, \$160,000 in year two

## **EDUCATION**

Master of Arts, English, Xavier University

Bachelor of Science, Communications, Xavier University

## **ADDITIONAL INFORMATION**

First Financial Bank Leaders Circle Award – Quarterly associate recognition for exceptional leadership

Award Winning Writer – International Association of Fire Fighters 2002 North American Media Awards News Story Award for "[Blood Brothers](#)" feature story

Links: [www.sparkedimagination.com](http://www.sparkedimagination.com), [www.condroncreative.com](http://www.condroncreative.com), [www.linkedin.com/in/timothycondron](http://www.linkedin.com/in/timothycondron), [www.vimeo.com/timcondron](http://www.vimeo.com/timcondron)