



MS. KELLY A. OFFERMAN

DIRECTOR OF MARKETING

Ms. Offerman serves as Director of Marketing for Medina Consultants. With over fifteen years of marketing experience in various industries in New York and New Jersey, seven of which in the A/E/C industry, Ms. Offerman has helped achieve strong growth and visibility for Medina. Ms. Offerman's contributions include successful brand establishment and positioning in the marketplace, effective communications practices, development of key marketing policies/procedures and lastly, the award of numerous projects. Ms. Offerman has an outstanding record of success in the concept-to-launch leadership of campaigns, events and programs propelling record-setting revenue gains (multimillion dollar growth) and client-base expansion.

As Director of Marketing, Ms. Offerman is responsible for leading the firm's marketing efforts to position the firm as a professional company in the marketplace, providing quality service in the sectors the firm provides. She directs and oversees Medina's Marketing goals/objectives and works with the Medina Management team to determine ongoing marketing initiatives and strategy. Ms. Offerman's day to day functions include the development of compelling collateral, cohesive branding, proposal development, teaming formation, lasting partnerships/alliances, client relations, conferences/exhibits/events, web promotion, market research & analysis, public relations, media outreach and advertising. She currently directs a high performance team of marketing professionals.

Ms. Offerman is a graduate of County College of Morris with a degree in International Studies and has studied Marketing & Communications courses at the College of St. Elizabeth. In addition, Ms. Offerman stays abreast of all marketing technologies and participates in numerous continuing education, events/seminars and conducts training sessions on a regular basis. She has attended various including SMPS Professional Development Day, 2007, 2008, 2009; SMPS "Effective BD Habits", 2009; SMPS "Public Relations in the A/E/C Industry", 2009; Deltek Vision CRM Mapping, 2009; SMPS "The Cover Letter Proposal", 2006; SMPS "The Future of Higher Education", 2006; SMPS "Transportation – Where's the Road Lead", 2005; Zweig White Federal Forms Training (SF330), 2005 and Calc Canterbury "Adobe Indesign", 2004. She is a Member of the American Marketing Association (AMA), Society of Marketing Professional Services (SMPS) and New Jersey Association of Floodplain Managers (NJAFM), New Jersey Association of Floodplain Managers (NJAFM) Conference Committee, New York State Floodplain and Stormwater Managers Association (NYSFSMA), and Pennsylvania Association of Floodplain Managers (PAFPM) as well as participates in local organizations including the PTO. Ms. Offerman and her husband currently reside in New Jersey with their two children.