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**About Me**

I am a results-driven marketing leader actively seeking Chief Marketing Officer opportunities where I can leverage my proven ability to develop and execute strategies that drive growth, enhance brand equity, and deliver measurable results. My expertise spans **strategic thinking**, strategic planning, digital marketing, public relations, and business development, with a strong focus on innovation, **data-driven insights**, and aligning marketing initiatives with organizational goals and objectives.

I excel at leading cross-functional teams, managing large-scale projects, **mentoring team members**, and fostering a culture of creativity and accountability. Known for my exceptional written and verbal communication skills, I effectively convey complex ideas, inspire teams, and craft compelling messages tailored to diverse audiences. My **strategic thinking**, ability to leverage **data-driven insights**, and commitment to **meeting deadlines** ensure that I can collaborate effectively and build strong relationships, fostering engagement and trust across stakeholders, partners, and team members.

My experience includes navigating Fortune 500 companies and membership-based organizations, consistently delivering impactful results through **strategic thinking**, **data-driven insights**, and operational excellence. I bring a versatile skill set and a passion for transformative leadership, eager to contribute to an organization’s success by enhancing its brand, driving engagement, **mentoring team members**, and leveraging emerging technologies to create lasting impact and long-term value while consistently **meeting deadlines** to ensure timely execution of strategic objectives.

# Core Competencies

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| Sales, Strategic Partnerships, & Business Development, including Lead Generation/Communication | Integrated Marketing Campaigns, including Search Engine Optimization | Digital & Performance Marketing |
| Brand Management | Effective Communications | Relationship Building |
| Crisis Communications | Corporate Communications & Employee Engagement | Public & Media Relations |
| Budget Management | Project & Change Management | Market Research |
| Professional Development & Continuous Improvement | Event & Project Management | Content Management Systems |
| Multimedia | Emerging Technologies, including Social Media & Marketing Automation | Community Relations & Volunteer Coordination |

# Work Experience

**Vice President of Marketing and Member Engagement: Orlando Regional REALTOR Association (ORRA),** 2020-Present. Reporting to the COO, spearheading the marketing, communications, special events, and business development initiatives for ORRA, an association with over 20,000 members. I am responsible for driving brand awareness, enhancing member retention and acquisition, conducting market research, and fostering revenue growth. I lead a dynamic cross-functional team of 13 salaried professionals.

* **Strategic Leadership Management:**
  + Developed and implemented a comprehensive, omni-channel marketing, communications, and business development strategy that aligns with and advances the association's strategic objectives.
  + Successfully increased website traffic by *3%*, email open rates by *30%*, and social media following by *40%* through targeted digital campaigns and robust content strategies.
* **Brand and Media Relations:**
  + Evaluated and realigned the association’s branding initiatives to ensure cohesion across all marketing and communication platforms.
  + Managed media and public relations, maintaining pivotal relationships and crafting key messages. Proactively placed strategic news stories, boosting media coverage views by *200%* and increasing advertising value equivalency by *500%.*
* **Business Development and Revenue Growth:**
  + Directed the creation and execution of a forward-looking business development vision and strategy that significantly enhanced revenue streams.
  + Achieved a *400%* increase in advertising and sponsorship revenue by innovating new partnership models and expanding market reach.

**Manager, Performance Marketing: Holiday Inn Club Vacations,** 2019-2020.Duel reporting to the VP of Performance Marketing and the Senior Director of Rental Operations, led the Rental Operations businesses B2C day-to-day tactical and strategic operations including planning, KPI goals, budget management, execution, and ROI/ROS tracking. Supporting inventory management, sales, and groups managed a team of marketing professionals focused on execution optimized marketing campaigns for digital, social, and email channels.

* **Leadership and Campaign Management:**
  + Successfully generated *>$20M/year* in revenue from a *$1.5M/budget* through demand-driven product sales activity in key distribution channels.
* **Strategic Marketing Initiatives:**
  + Increased booking penetration across *20+* resorts by leveraging big data to overhaul and enhance email strategies, focusing on localization, personalization, and the implementation of effective trigger and drip campaigns.
  + Achieved over *200%* growth in customer base, implemented KPIs to analyze channel profitability, and established key metrics reporting to enhance performance.
* **Crisis Management and Strategy Development:**
  + A skilled problem solver developed a comprehensive positioning strategy and omni-channel marketing plan during the COVID-19 pandemic. This strategy was crucial in meeting the revised budget forecasts for 2020 and facilitated an expedited re-entry into the market.

**Director of Marketing, Public Relations, and Internal Communications: Tourico Holidays,** 2017. Reporting to the VP of Sales & Marketing of this *$1B* travel distribution company, directed all global branding, marketing, and internal and external communication strategy. Managed department and staff of *12* direct reports; including four managers and two remotely.

* **Marketing Innovation and Leadership:**
  + Leveraged technology to increase leads by *10%* and renewals by *7%* through the implementation of advanced marketing reporting, analytics, and automation tools using HubSpot. This platform facilitated content creation, email marketing, CRM, and campaign automation.
  + Generated *$800,000* in revenue by cultivating new partner co-marketing opportunities, expanding market reach and enhancing brand visibility.
* **Social Media and Content Strategy:**
  + Enhanced social media presence, growing the fan base on Facebook, Twitter, and LinkedIn by over *15%* via a robust social media and video content strategy, significantly increasing engagement and brand awareness.
* **Strategic Communication and Event Management:**
  + Developed multi-platform communication action plans to proactively manage employee relations in anticipation of a company merger with two other international travel distribution companies, achieving negligible turnover and preventing revenue losses.
  + Orchestrated international trade shows, conferences, client events, business meetings, and internal town halls, enhancing brand presence and stakeholder engagement.

**Director of Product Sales and Marketing: Wyndham Worldwide / RCI,** 2013-2016. Managed strategic initiatives to increase customer/client satisfaction, improve operational performance, and increase B2B profitability for the Business Development Division of Wyndham Worldwide (currently Wyndham Destinations). The company operates several hotel brands around the world, as the holding company for RCI and other lodging brands.

* **Revenue Growth and Marketing Strategy:**
  + Orchestrated a *5+%* year-over-year revenue increase in B2B products/services by deploying innovative, comprehensive multi-channel sales and marketing plans that effectively targeted key market segments.
* **Employee Engagement and Communication:**
  + Enhanced associate satisfaction and engagement by *10%* through initiatives that improved communication transparency and efficiency, fostering a more connected and responsive workplace culture.
* **Technology Implementation and Campaign Management:**
  + Implemented ClearSlide, an enablement and engagement software platform that enriched our content and communication capabilities. This initiative boosted our product email campaign penetration by 10% and increased email click-through rates by *3%*.
* **Product Development and Cross-Functional Collaboration:**
  + Led cross-functional teams through the complete product development lifecycle, including research, planning, requirement gathering, contracting, testing, launching, and ongoing performance measurement using Salesforce, a leading cloud-based CRM application.
* **Sales Enablement and Compliance:**
  + Developed customer-focused product pitches and training materials for sales and account management teams, ensuring accuracy, consistency, clarity, adherence to brand standards, and compliance with legal requirements.

**Manager Content and Owner Engagement: Wyndham Worldwide / WVO,** 2010-2013. Managed five-member cross-functional staff developing and implementing strategic communications and marketing strategy for the Hospitality Division that spanned all Wyndham Vacation Ownership Club and Resort Operations.

* Event Management and Engagement:
  + Orchestrated the annual timeshare meeting for over *1,000* owners, acclaimed as the best ever by Owner Services Executives and attendees, achieving a *70%* commitment rate for repeat attendance.
* **Customer Engagement and Loyalty Programs:**
  + Proactively engaged with over *370,000* Club Wyndham Plus Members/Owners by developing engaging messaging, educational content, and programs, significantly enhancing satisfaction, engagement, and loyalty.
* **Data-Driven Marketing Strategy:**
  + Collaborated with data analysts to increase annual owner point utilization by *3%*, reduce travel by "non-users" by *8%*, and boost web engagement (reservations, cancellations, and upgrades) by *7%*, demonstrating effective use of data to drive strategy and improve user experience.
* **Technology Implementation and Employee Engagement:**
  + Implemented SNAPCOMMS, a direct-to-desktop, mobile, and digital communication platform, which enhanced the employee experience and maximized engagement, measurement, and impact.

**Senior Manager of Distribution Marketing: Disney Destinations,** 2000 – 2010.

Managed a budget of $5.5 million and led a diverse team of over 20 professionals in areas including employee and crisis communications, special events, sales and marketing, promotions, and trade advertising.

# Other Experience

**Owner: PIZZAZZ! And All That Jazz!** 2013-Present.

* **Entrepreneurial Leadership:**
  + Founded and lead a dynamic, full-service marketing and design firm based in Central Florida, encompassing content development, event planning, and interior design. I direct all facets of the business, including strategy, operations, contracting, staffing, and sales.
* **Strategic Growth and Impact:**
  + Successfully implemented growth strategies that have consistently delivered year-over-year revenue increases since the company’s inception, demonstrating effective leadership and a robust understanding of diverse market dynamics.

**Adjunct Professor of Business: Ashford University,** 2012-2019.

* Educational Leadership and Expertise:
  + Instructed a range of online collegiate courses such as Marketing, Public Relations, Media Writing and Editing, Event Planning and Management, and Resort Management. This role highlights my deep expertise in key areas of marketing and management, which directly contributes to my comprehensive understanding and application of industry best practices.

**Public Affairs Officer: US Navy,** 1988 – 2000.

* Leadership and Communication Excellence:
  + Advanced to the rank of Lieutenant Commander, demonstrating leadership across multiple high-stakes communications roles. As Director and Special Assistant for Public Relations, Plans, and Policies, I served in the Naval Office of Information in Washington, DC, overseeing strategic communications and policy initiatives that reinforced our organizational objectives and enhanced public perception.

# Education

**MS in Business Administration / Human Resources** - Central Michigan University. **BS in Journalism / Public Relations** - Central Missouri State University.

**Additional Studies** at Florida Atlantic University, Hospitality Management (2020); The University of Vermont, Digital Marketing (2019); Rollins College, Crummer Graduate School of Business (2010); Defense Information School, Military Spokesperson / Public Affairs Officer (1988).

**Skills**

**Skills:**

Exceptional written and verbal communication skills, with the ability to craft compelling messages tailored to diverse audiences.

Expertise in digital marketing, social media engagement, search engine optimization (SEO), and data analytics.

Proficiency with marketing automation tools, content management systems (e.g., Drupal), and social media platforms.

Strong ability to analyze market data and leverage insights to develop strategic marketing plans.

Advanced project management skills, including experience with tools such as Asana, Zoom, and Slack, and the ability to manage multiple initiatives simultaneously while meeting deadlines.

Ability to collaborate effectively across teams, departments, and with external partners.

Experience with MS Office and proficiency in macOS software.

**Experience:**

We are seeking a seasoned marketing and communications professional with at least 10 years of experience, including 5 years in a leadership role. The ideal candidate will have a proven history of leading high-performing teams, managing cross-functional projects, and driving demand generation in a B2B real estate environment. A strong background in public relations, brand management, and managing large budgets. is essential.