

# DEBORAH ANN PORTER

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## Professional Experience

**Director of Social Marketing:** Dec2005 – Sep2009

State University at Buffalo, Research Foundation and

Erie County Department of Mental Health

*Program: Family Voices Network of Erie County (FVN) – Buffalo, New York*

Family Voices Network of Erie County is a system of care for children, youth and families with serious emotional, social or behavioral challenges. Overall responsible for the comprehensive social marketing strategic plan for Family Voices Network of Erie County. Define strategy, develop, and manage an integrated marketing and communications initiative designed to penetrate and increase parent, youth and community involvement in the system of care. Communicate with a wide-range of stakeholders to coordinate overall marketing effort. Direct a success oriented marketing team of parents and youth in the implementation and production of all marketing materials. Manage \$40,000+ annual marketing budget.

### **Selected Contributions:**

- ✓ Increased **event planning** attendance in the community each year: 2006 (54%); 2007 (400%); 2008 (18%) 2009 (32%) in support of National Children's Mental Health Awareness through the development of a sustainable model.
- ✓ Developed and maintained a 3,000+ **email marketing** database to support various marketing initiatives.
- ✓ Successfully developed a parent and youth "**Social Marketing & Evaluation Team**" to ensure parents and youth voice were inclusive in all marketing initiatives.
- ✓ **Branded** the name "Family Voices Network" throughout Erie County and nationally at the System of Care Conferences: 2007-2009.
- ✓ Performed **community outreach** at over 30+ community events annually to promote Family Voices Network and mental health education throughout the Erie County community.
- ✓ Supported **youth groups** as an advisor and by creating a marketing plan to increase enrollment and attendance.
- ✓ Increased usage of Family Voices Network **website and newsletter** (Wraparound Bulletin) – visit website: [www.familyvoicesnetwork.org](http://www.familyvoicesnetwork.org)
- ✓ Tri-annually produced Family Voices Network Newsletter (The Wraparound Bulletin) and developed and maintained the Family Voices Network website.
- ✓ Developed **surveys** to measure the effectiveness of event planning; created survey to capture benchmark data for youth and parents to learn the effects of stigma for those with mental health/behavioral challenges in Erie County.
- ✓ Within Erie County, developed and implemented three **recognition program** "**Most Valuable Voices Award-MVV**" to support parents, advocates, public awareness and community organization; a Youth Recognition to support youth age 12-18; and a "**Taking Back the Controls**" to support MVV Nominations; and a Care Coordinator recognition program "**The Strengthening and Training families to Achieve Results (S.T.A.R.) Recognition.**"
- ✓ Served as Social Marketing **advisor** for new System of Care grantees.

## Other Professional Experience Summary

### **Adelphia Cable - West Seneca, New York: Program Analyst, 2003-2005**

Earned exceptional performance reviews for project work and recognized by management as a primary force for successful project completion. Manage all projects according to Sarbanes-Oxley (SOX) Compliance requirements. Provide customer service to internal and external customers on billing, software functionality, billing code changes, route calls to other business units, research, investigate and follow-up on calls that require assistance from application vendor (financial), and resolve all calls and issues within a reason time.

### **HSBC Bank USA – Buffalo, New York: (Years: 1995-2003 in various Marketing positions)**

#### **Marketing Geographic Information System Specialist (Jan2000-Jan2003)**

Support company-wide marketing initiatives, and served as primary point of contact and source in the production of various maps. Provided need assessment for reporting and analysis of the transactional database and reporting system to enhance the site location process. Collaborated with business units to compile branch data, demographic & financial information to support recommendations to close, consolidate or relocate a facility. Made sound recommendations based on report findings, research and analysis to assist management in forming a decision about a location's longevity. Co-project leader on the Intranet Website Development project team.

#### **Advertising/Promotion Officer (Jan1998-Dec1999)**

Demonstrated abilities in project management, time management, negotiation, project tracking, budget allocation, and building positive relationships with community leaders. Collaborated, consulted, recommended and developed promotional material, monitoring the effectiveness of contracted advertising services, and represented the bank with community leaders. Assisted in the coordination and production of trade shows and events to display and represent products and services offered by the bank.

Developed and implemented advertising strategies consistent with corporate regulations to support external organizations. Managed a \$650,000 annual budget, 500+ projects for community sponsorships and events and functioned as the key person with internal/external partners in negotiations, planning and implementation of community events. Continually supported corporate branding on the use and placement of logo and collateral.

#### **Marketing Project Management Coordinator (Jan1995-Dec1997)**

Developed, administered and managed the project tracking process for the Marketing Division. Recommended, documented and implemented process improvement needs to increase productivity of project managers and improve efficiency and communication to customers. Provided monthly executive summary reports to management analyzing effectiveness of project/program process and resource allocation. Served as the primary point of contact on the project process, policy and procedures of the process and auditing. Also served as Local Area Network (LAN) Administrator and managed the Capital Budget.

## Education – Buffalo, NY

**BAS Degree, Business Management/Marketing), 2001 • D'Youville College**

### Professional Affiliation

- Leadership Buffalo (**Graduate & Membership**), 2009-present
- The Center for Community Leadership (Associate Faculty Member), 2009-present
- National Federation of Families for Children’s Mental Health, (**Membership**) 2008-present
- Minority Women on the Rise
- eMarketing Association – Social Marketing Group

### Awards

- 2004-2009: Received National Recognition Awards for Marketing Campaigns and Communications (**samples available upon request or view awards on website: <http://wobblee.com/profile-awards.htm>**)
- Most Valuable Teammate Nomination Award (Intranet Website Development, Marketing) – 2002, 1999
- Spokesperson for D’Youville College, Advanced Program – 2001
- Marketing Quality Service Award, HSBC Bank USA – 1999
- Employee of the Month (LAN Integration Project) Award, HSBC Bank USA – 1997

### Strengths/Transferrable Skills:

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|---|------------------------------------|
| • Staff Training & Administrative Support | • Process Improvement              |
| • Project Tracking & Database Management  | • Customer Satisfaction            |
| • Project Management                      | • Marketing & Advertising          |
| • Budget Management                       | • Website Management               |
| • Computer & Technology Proficient        | • Survey Development               |
| • Community Outreach                      | • Tradeshow & Event Planning       |
| • Teambuilding & Volunteer Development    | • Website Development & Management |
| • Newsletter Development                  | • Youth & Family Involvement       |