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SUMMARY

Senior Marketing Operations Manager with proven success in fostering innovative cost control measures and operational efficiencies. Strengths include purchasing negotiation with vast portfolio of vendors, intuitive production management, excellent organizational skills, and team leadership.

PROFESSIONAL EXPERIENCE

BELVOIR MEDIA GROUP, LLC, Norwalk, CT

1984-October 2009

A leading publisher of over 30 consumer health and special interest newsletters, journals and books.

Director, Marketing Operations [Previous positions; **Group Circulation Director, Circulation Manager**]

Implemented the direct marketing operations for new business acquisitions and retention sales, with mail volume exceeding 25 million. Responsible for operating budget management, and bottom line accountability.

- Reengineered operating procedures for purchasing, scheduling, and coordination of print media, lists, database, merge/purge, predictive modeling, and letter-shop services that allowed threefold growth in activity, from 50 to over 150 new business acquisition campaigns annually, with no increase in staff.
- Generated tens of thousands of dollars in annual savings through creative negotiation with vendors, and exploitation of discounted mail delivery avenues. Lowered annual production costs by over 20 percent from 2008 to 2009.
- Negotiated above market discounts with vendors for accelerated payment terms that accounted for annual savings of over \$100,000.
- Leveraged experience as mentor and advisor to marketing team members resulting in the successful inducement of more cost efficient, and effective marketing campaigns.
- Generated valuable savings by formatting freelanced design work to fit cost efficient production templates. Edited promotional copy submitted by freelance writers to maximize affinity to product.
- Developed, managed, and maintained bottom line accountability for the marketing, fulfillment and customer service efforts of a highly profitable group of book continuity programs.
- Designed and developed Excel based operating budget model for circulation marketing department.

WEIGHT WATCHERS MAGAZINE, New York, NY

1977-1983

A consumer magazine promoting the Weight Watchers program and general healthy living.

Director of Franchise Magazine Sales (1980-1983)

Directed magazine newsstand sales and direct sales through Weight Watchers meeting outlets.

- Developed and implemented a marketing plan for single copy and subscription sales through Weight Watchers national classroom operations. Increased sales by 400%.
- Communicated new marketing initiatives to over 100 franchise principals via a monthly newsletter.
- Directed national newsstand single copy sales programs. Increased sales penetration by eliminating unproductive distribution, improving product placement and merchandising.

Circulation Manager (1977-1979)

AMERICAN HOME MAGAZINE, New York, NY

1975-1977

A major consumer magazine with focus on home decorating and lifestyle.

Product Fulfillment Manager

EDUCATION

BA, Cum Laude with honors, Brooklyn College 1975.

ADDITIONAL DATA

Proficient in Mac and PC based Excel, Word, PowerPoint, QuarkXPress, and Adobe Creative Suite applications.