

MARGARET M. BROWNE Leonia, NJ

Cell: 201-951-8076/E-mail: magbrowne@gmail.com www.linkedin.com/in/maggiebrowne

EXPERIENCE

INDEPENDENT NEW YORK CITY TOUR GUIDE 2014-present

Licensed guide offering customized tours of New York City & New Jersey. Tours tailored to individuals and groups offering unique glimpses into NYT tops sites as well as neighborhoods in the Bronx, Brooklyn, Queens, Roosevelt Island and Manhattan. Specializing in tours of New York College neighborhoods (www.tourcollegehoods.com). Hop on hop-off tours with Senior and high school groups, walking tours and virtual tours. Clients include: Teach for America & Toursbylocals.com, Airbrook Limousines, Guardian Music Travel, Leonia Recreation Center, New York Adventure Club, Seastreak Fall Brunch Cruise, Sugar Tours, Next Chapter Tours.

MARKETING & SALES CONSULTANT 2008 - present

Providing comprehensive consulting services in the areas of on-line marketing strategy, project management, meeting & event planning, media planning and reporting, web content and social network tactics. Clients include:

Bowery Presents (The Wellmont Theatre, Montclair, NJ)

Lorraine Spiotta, (Author/Insurance Consultant) Caldwell, NJ

Untapped Potential, (Women Focused Employment Company) Hartford, CT

Linda Burhance Apparel (Video Producer), Newtown, CT

Culinary Conference Center at Hudson County Community College, Jersey City, NJ.

THE NEW YORK TIMES, New York, NY 1999 - 2006

Holding several positions in the Consumer Marketing, Circulation Department.

Direct Marketing Manager, On-line and Direct Response TV (DRTV) (2004 - 2006)

- Led direct marketing efforts securing subscribers for Print Product via on-line and DRTV acquisition channels.
- Grew on-line acquisition by adding new on-line marketing company exceeding test projections by 40%. Tripled monthly sales projections in rollout.
- Expanded Search Engine Marketing (SEM) efforts doubling contribution to overall on-line goal.
- Led improvements to on-line order fulfillment process, resulting in an improvement of 45%.

Campaign Marketing Manager-Direct Mail, DRTV & Web (2003 - 2004)

Brand Extension Marketing Manager (2003)

Direct Marketing Manager, Direct Mail, DRTV & Inbound Call Center–Promotion (2001 - 2003)

Direct Marketing Coordinator (1999 - 2001)

EDUCATION

Marist College, BS, Business Administration and Marketing

NYU-Continuing Ed-Fundamental of Producing

ACTIVITIES

- President of Leonia Makes Music, 2017 - 2019
- Co-Chair, Leonia Middle School Home & School Association, 2015-17
- Licensed New York City Tour Guide since 2014
- Big Apple Greeters since 2015
- Member of Guide Association of NYC (GANYC). Member of Education, Industry Relations and Public Relations committees.
- Marist College Reunion Committee Member 2003, 2008, 2013 & 2018

- Participated in The New York Times Mentoring Program as a Mentor in 2004 & 2006
- Travelled through 12 European countries, Japan, India and Taiwan

SKILLS

- Proficient in Siebel Marketing, Business Objects, Webtrends, Google: Analytics, Drive & Docs, Sheets, Google Earth, Google Meet, GoDaddy.com, Dropbox, Excel, PowerPoint, Microsoft Word, Constant Contact, MAC - Pages, Keynote, Numbers, iMovie, Final Cut Pro, Final Cut Express, Content Management Systems-Business Catalyst & WIX, Weebly, LucidPress, Palmcorder, Rezdy, Viator, Meet Edgar, Eventbrite, GoPro, Zoom and Go to Meetings.
- Agency Management
- Meeting & Event Planning
- Project Management

References Available Upon Request