**Marie T. O’Neill** marie.oneill1021@gmail.com

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**STRATEGIC MARKETING and CUSTOMER EXPERIENCE LEADER**

*Adept at connecting brands with their customers, turning vision and strategy into bottom line results.*

Innovative and performance driven executive with proven track record driving revenue and growth within the banking/financial services industry. Strategic leader with experience using applied analytics to enhance value across the customer lifecycle, merging brand strategy with 360-degree customer perspective to penetrate multiple markets and distribution channels, creating the foundation for long lasting success. Expert in merging online and offline marketing programs that leverage brand identity to expand awareness, engagement, adoption, and advocacy. Recognized for a strong record of performance in positively impacting the customer experience. Dedicated and focused decision maker who builds and inspires teams with a lead by example and collaborative management style.

Featured speaker| Board level community involvement |MBA, CFMP, ScrumMaster

**Creating Brand Engagement through Innovation and Execution**

▪ Next Gen Marketing ▪ Content Management & Optimization ▪Integrated Digital Marketing

▪Data Driven Strategist ▪Brand Management & Positioning ▪ Strategic Planning & Execution

▪Digital Lead Generation ▪Cross-functional Team Leadership ▪Strategic Partnership Development

**CAREER HISTORY**

**Union Savings Bank, Danbury, CT 2003 to 2016**

*Initially recruited by CEO to develop marketing activities at $2.3 billion mutual bank offering commercial, consumer and residential lending, small business, treasury, trust and investment services throughout CT and eastern NY*

**Executive Vice President, Chief Branding and Innovation Officer (2015-2016)**

Led USB Innovation Center, an integrated team featuring Customer Experience, Marketing, Digital Services, Payment Services and Technology & Data Services. Leveraging creativity and innovation to deliver a customer-centric approach to the development and delivery of products and services.

* Evolved marketing from unsophisticated traditional advertising into digital realm utilizing video, blogs, social media, and digital advertising, resulting in enhanced lead generation targeting existing customers and new prospects.
* Achieved Net Promoter Score of 64 in 2016 after launching “*Voice of the Customer*” program incorporating results into customer journey mapping for product development and customer experience decisions.
* Expanded online capabilities to take advantage of mobile channels for communication and digital payments including mobile banking (2012), Facebook (2013), PopMoney (2013), Apple Pay/Samsung Pay/Android Pay (2016), Visa Checkout (2016), Twitter (2016).

**Executive Vice President, Chief Marketing Officer (2008-2014)**

Provided strategic oversight for all marketing efforts as well as management of digital channels, deposit operations and 18-seat call center. Led product based marketing/sales strategies and promotional campaigns that penetrate multiple marketing and distribution channels; successfully developed and launched new products, strengthening product position in highly competitive markets. Cross-functional leader who led team to improved efficiencies and productivity while forging strategic alliances along the way. Administrator of USB Foundation and all charitable programs.

* Promoted from Senior Vice President in 2010.
* Volume in excess of 10,000 calls per month plus chat and email inquiries after re-imagining Call Center, expanding from inbound only (2008) to broad-based team handling all customer calls (2016) including specialized teams for online banking support (2010) and internal problem resolution (2015), all external customer complaint tracking (2016). Increased seats from 6 (2008) to 24 (2016) shifting staff (2015 & 2016) from FT to FT/PT mix.

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* Achieved 300% increase in Loan Originations and 150% increase in deposits after successful launch of 2 holistic sales teams. Conceived and implemented program to increase revenue through holistic approach to sales, creating teams housed in outlying locations that incorporated representatives from all sales disciplines.
* 35,000 accounts converted; managed communication plan and digital product mapping for successful 2011 acquisition of The First National Bank of Litchfield.
* Administered Bank’s $1.0 million charitable giving program, as well as Administrator of USB Foundation.

**Senior Vice President, Retail Banking, Marketing and Sales (2006-2008)**

Managed all retail banking functions for 18 branch offices, internet bank, and 12-seat call center. Oversaw all marketing, sales programs, research, public relations, and charitable contributions.

**Senior Vice President, Director of Marketing and Sales (2003-2005)**

Responsible for the development and implementation of strategic marketing plans to support product development, expansion of branch locations, and delivery channels.

**Salem Five Cents Savings Bank, Salem, MA 2000 to 2003**

*$4.0 billion mutual bank that pioneered online banking in New England.*

**Senior Vice President, Director of Marketing and Strategic Planning**

**Liberty Bank, Middletown, CT 1987 to 2000**

*$4.5 billion regional bank that is Connecticut’s oldest bank.*

**Senior Vice President, Director of Marketing (1990-2000)**

**Market Research, Product Development Specialist (1987-1990)**

**Connecticut Bank & Trust/Bank of America, Hartford, CT 1985 to 1987**

*The original CBT with 200 years of history before merging with Bank of New England*

**Manager Stock Transfer Department (1986-1987)**

**Management Training Program (1985-1986)**

**EDUCATION**|**CERTIFICATIONS** |**PROFESSIONAL DEVELOPMENT**

* **MBA, Finance & Marketing, Cum Laude -** Northeastern University, Boston, MA
* **BA, Political Science, Magna Cum Laude -** Northeastern University, Boston, MA

Phi Kappa Phi Honor Society, Who’s Who Among Students in American Colleges and Universities

* **The ABA Stonier Graduate School of Banking -** Wharton School of Business, Philadelphia, PA

Thesis**:** Relationship Profitability, How Much is a Customer Worth?

* **Certified Financial Marketing Professional -** The American Bankers Association Institute of Certified Bankers
* **Certified Scrum Master -** Scrum Alliance, Inc.
* **Bank Marketing Association, New England Financial Marketing Association**
* **Bank Administration Institute, National Association for Female Executives**

**FEATURED SPEAKER ENGAGEMENTS**

* **New England Women In Banking Conference -** “Words of Wisdom: Innovative Financial Marketing from a Female Perspective” Newport, RI, November 2012
* **New England Financial Marketing Association Conference -** “Getting Your Game On” Portsmouth, NH, October 2012
* **ABA Marketing Conference -** “Emerging Trends” American Bankers Association, Miami, FL, September 2002
* **Bank Branding in the Internet Age - “**Building a Lasting Identity” Fulcrom Information Services, New York City, NY, February 2000
* **Achieving Competitive Advantage -** “Harnessing Technology” Cendant International Client Conference, Barcelona, Spain, June 1998
* **Towards 2000 -** “Growing Your Base Profitably” Cendant International Client Conference, Vienna, Austria, June 1997

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**COMMUNITY SERVICE**

* **American Banker’s Association (ABA) 2017 Bank Marketing Video Awards** - Judge
* **The Silo at Hunt Hill Farm -** Board of Directors, Co-President and Secretary, 2011 to present
* **United Way of Western Connecticut -** Marketing Committee, 2003 to present
* **YMCA of Western Connecticut -** Development Committee, Marketing Task Force 2012 to present
* **Danbury CT Downtown Partnership -** Commissioner 2012 to 2016 (Vice Chairman)
* **City Center, Danbury CT -** Board of Commissioners 2010 to 2016 (Vice Chairman)
* **Danbury Funder’s Group -** 2007 to 2012
* **Brookfield CT High School Graduation Committee -** 2007 to 2011 ( Head 2009 to 2011)
* **American Red Cross of Western CT -** Board of Directors, 2004 to 2009
* **Junior Achievement of Southern CT -** Board of Directors 1993 to 2000 (Board Chair 1996 to 2000)
* **Middlesex United Way -** Board of Governors 1991 to 2000 (Communication Chair 1995 & 1996)
* **CT School of Finance and Management -** BankSim Advisor 1998 to 2000
* **American Institute of Banking -** Instructor Marketing for Bankers, Principles of Banking