

# Donna Chapman McGinnis

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## Experience & Skills Summary

- Unique background marketing, communications, project management and journalism
- Marketing strategy and campaign execution for a range of industries, including energy, automotive, government, datacom, construction and disaster response - direct and through distribution
- Over 12 years of experience developing marketing plans, collateral and executing product launches
- Demonstrated success in lead generation strategies and tactics
- Effective leader and collaborator, with the ability to establish rapport and build trust at all all levels of the organization and geographies
- Skilled writer, developing and editing content for a variety of collateral and platforms, including print, video, webs, webinars, print and digital ads (display/PPC/programmatic/social), mobile apps, fact sheets, case studies, whitepapers, social media, channel enablement and PR/media communications
- Demonstrated success developing and optimizing commercialization processes, acquisitions/integrations and branding/rebranding
- Ability to quickly learn and adopt new technologies, with proficiency in Microsoft Office, Adobe, Google Analytics, Power BI, CRM, Adobe Experience Manager/Sitefinity/ROC (website development), LinkedIn/Facebook/YouTube/Twitter/InstaGram, SAP, JDE, Oracle, AP Style, Eloqua, Wrike, Digital Asset Managers

## Professional Experience

HellermannTyton, Milwaukee, WI

**Head of Marketing Communications - NAM, 2022 - Present**

Eaton, Waukesha, WI

**Marketing Communications Manager - Power Systems, 2020 - 2022**

Generac Power Systems, Waukesha, WI

**Senior Marketing Manager, 2017 - 2020**

**Marketing Manager, 2015 - 2017**

HellermannTyton, Milwaukee, WI

**Marketing Project Manager/Writer, 2013 - 2015**

San Jamar, Elkhorn, WI

**Marketing Specialist & Web Content Coordinator, 2010 - 2013**

March of Dimes Foundation, Wilmington, NC

**Division Director, 2000 - 2003**

**Community Director, 1999 - 2000**

WWAY-TV (ABC), Wilmington, NC

**Executive Producer, 1997 - 1998**

WSOC-TV (ABC/FOX), Charlotte, NC

**News Producer, 1996 - 1997**

## Education

**Carroll University**

*Post-Bachelor coursework in Business Administration*

**Loyola University of Chicago**

*Bachelor of Arts - Communications*