



Alexandra R. Villani Kelly

Integrated Business Development & Marketing Communications
3415 7th Street South, Apt. 2, Arlington, VA 22204
☎609-410-4761 ✉ avillani@gwmail.gwu.edu

EDUCATION & ACCOMPLISHMENTS

<i>George Washington University, Masters in Business Administration Marketing, Communications, & Digital Marketing/Strategy PMBA, GWU Industry Global Marketing Ambassador</i>	December 2017
<i>Elon University, B.S.B.A. in Management and Marketing Study Aboard Programs: Apartheid in South Africa & WWII in Europe Languages: Spanish (Conversational) French, German, & Italian (Elementary)</i>	May 2013 January, 2011 & January 2013
<i>YAFCEA, VP of Programs YAFCEA, Building Service Corporation (BSC) Board of Directors</i>	May 2016- July 2017 November 2016 – July 2017
<i>ACT-IAC, NexUS Leadership Council</i>	May 2016 – July 2017
<i>ACT-IAC, Volunteer Corps. Industry Vice-Chair</i>	January 2016- July 2017
<i>ACT-IAC, 2015 Leadership Associates Class</i>	January 2015- November 2015
<i>Women in Aerospace, Leadership Series</i>	May 2015- February 2017
<i>Alpha Chi Omega at UPenn, Board Advisor of Philanthropy</i>	November 2013- 2015
<i>Sigma Iota Epsilon and Beta Alpha Psi, Associate Member</i>	January 2012
<i>Love School of Business SGA Representative & Leadership Council</i>	September, 2011
<i>Life Entrepreneurial Study Program</i>	November, 2010
<i>Isabella Cannon Leadership Program</i>	August, 2009-2013

WORK EXPERIENCE

National Marketing Events

CohnReznick, LLP, National Office (NYC) February, 2017- Present

Envision and execute go-to-market strategies to drive brand awareness through event marketing. Deliver unique and memorable event activation and experiences that disarm, educate, and inspire a client audience. Oversee all aspects of events planning for internal and external events including in house corporate events and global expansion, sponsorship, external exhibits, trade shows and community events. Initiate the building of a global event strategy that will drive awareness and consideration as a top tier accounting & technology partner. Partner with multiple stakeholders, aligning on key objectives, priorities, and goals.

Assess all programs to create annual budget and maintain fiscal responsibility. Forecast and reconcile event budgets, working closely with Procurement and Finance teams to ensure proper budget tracking and payments. Produce ideas and organize promotional events, campaigns, and digital marketing. Plan and execute campaigns for corporate promotion, launching of new product lines etc. Deliver production timelines that highlight key milestones to manage key stakeholder expectations. Conduct general market research to keep ahead of trends and competitor’s marketing movements. Brief management with recommendations to drive ROI.

Develop & implement strategy & vision for the Event Center of Excellence; point of contact for executive-level management. Supervise the Event department and provide guidance/feedback to other marketing professionals. Oversee company event management database including collaboration of data into Marketo and CXP. Define, measure, and maintain growth & conversion metrics including event ROI. Create a global calendar of events, identifying and prioritizing tier 1 annual events, proprietary events that provide opportunities for fresh concepts and activation. Provide expertise to manage events from initial concept, production, execution and development of post-event recaps and learnings. Assist with social media presence and direct events/programs to improve social media reputation.

Business Development & Strategy, Business Development Leadership Program

Leidos, MD & DC/VA August, 2016- Present

- **Strategy and Business Development/Strategic Account Executives:** Led operational manager in Civilian supporting the SVP and Defense BD portfolio management through the development of campaign strategy implementation. Corporate master Salesforce integration lead aligning strategy and development with annual new business mission. Gathered financial data; assessed intelligence and revenue projections; and performed strategic analysis to generate insights that inform strategy and tactical business implementation. Developed marketing, promotion, and development of new service business models.



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Developed international strategy plan to support business growth and led resource allocation for capture management. Utilized pricing strategies to assist leading opportunity analysis, run corporate win/rate analysis, portfolio budget management, technical assessments, and teaming/partner analysis. Developed thought leadership collateral and white papers to support agency events and senior management.

- **Integrated Business Development and Marketing Communications:** Corporate lead for the implementation of the Marketing Analytics and Lead Management tool in Salesforce. Developed external corporate capabilities brief and leadership program content brochure. Provide input on the design, brand awareness, and validation of new systems and functionality to enable new sales, marketing, and operation processes. Supports the implementation of firm-wide initiatives that drive corporate focus on client acquisition, client growth and the development of return on investment. Integrating Marketing and Business Development teams to deliver an exceptional direction, counsel, and leadership. Driving priorities and big ideas to achieve overarching marketing strategy based on customer insights, business trends and prior campaign / tactic results.

Business Development Analyst, Early Career Business Development Program 2015

Lockheed Martin Corporation (IS&GS), PA/MD & DC/VA

January, 2015- August, 2016

- **Competitive Intelligence (CA & PTW):** Developed Black Hat documentation used by Capture Managers and teams to streamline the pursuit of program(s). Gathered data to cultivate comprehensive FOIA analyses. Tracked the stages of Top 40 multi-million dollar opportunities. Facilitated the creation of a PTW. Created an automated opportunities tracking tool used by upper management to track the resource allocation throughout multi-billion dollar portfolios.
- **Washington Operations/Government Affairs:** Facilitated, arranged, and managed Washington-based customer interfaces in order to execute responsibilities with respect to policy, regulatory, and legislative strategies with Congress and C-Suite executives. Focused primarily on marketing activities within the military services, cabinet departments, and other Executive Branch decision-makers. Identified new opportunities within Homeland Security, Veteran Affairs, and Energy, Environment, and Science portfolios.
 - Participated in all strategy reviews, color teams, offer design, draft RFP review, key personnel strategy and contact plan creation. Contributed to business, corporate level reviews, and strategic business reviews. **Developed Portfolio analysis based on rising market trends and briefed C-Suite management of upcoming capture opportunities.**
 - **Authored White Paper for ACT-IAC Cybersecurity Innovation Initiative utilized during White House Briefing and by Lockheed Martin Government Affairs Cyber Team** as well as White Papers on OPM Cyber Security Breach, Internet of Things Debrief, and US Digital Services. Produced Congressional Hearing Speeches and Analysis.
 - Representative for Corporate Sustainability Coordination Group and LM monthly workgroup for LM annual sustainability report. Led multi-phase membership study on behalf of American Council on Renewable Energy Board. **Presented findings to ACORE's Executive Board of Directors and CEO in bi-annual conference events.**
 - **Lockheed Martin Project Lead with DOE Minorities in Energy Initiative- Year II implementation with participation from DOE Secretary, LM CEO, and Staff.** Collaborated to provide STEM education efforts.
 - Provided thought leadership by developing and implementing goals and strategies that are embodied in the Annual Marketing Plan (AMP) utilized in establishing LM revenue growth.
 - Consolidated Quarterly Executive Call Plan and provided strategic budget estimates used in Corporate Strategic Review of business.
 - Developed weekly ad hoc research reports to determine current events, trends, and facilitated upcoming customer strategy. Attended Congressional Hearings, Industry Association meetings, and customer interactions representing Lockheed Martin.

Multi-Functional Financial Analyst, Early Career Finance and Business Operations Development Program 2013

Lockheed Martin Corporation (MST), Moorestown, New Jersey

June, 2013- December, 2014

Lead analyst for three contracts (~\$1B) while providing quantitative and qualitative financial analysis to support business decisions including EVM analysis, risk assessment, pricing, market analysis, EAC evaluations, and overall program compliance. Consistently meet deadlines under pressure while supporting multiple projects simultaneously.

- **Took on added responsibility as the Financial Lead for Direct IWTAs in Moorestown, NJ** and implemented Intra-Work Transfer Agreements (IWTAs)/Purchase Orders for domestic and international programs. Initiated final billing and clean-up of expiring overruns while booking sales across the business (approx. \$7M).
- Spearheaded the creation and ongoing implementation of a Technical Instruction (TI) Tracker utilized by internal PMO office and external customer to play a pivotal role in the reconciliation, accurate accounting, and timely billing.



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- Identified improvements and **revamped the Financial Exposure Authorization (FEA) tracking in a stretch assignment** used as communication tool across functional areas within Lockheed Martin. Implemented as a best practice template by management.
- **Took on additional responsibility and recognized for managing and implemented a change process used during the Contract Review process on \$316M contract.** Key in implementing the process across the entire contract.
- Recognized for leading the First Annual ECDP Junior Achievement Day, being a key member for the 2013 Heart Walk/F&BO Golf Outing and 2014 Project MENU for AEGIS Production's team, maintaining the ECDP SharePoint as the Site Admin, and collaborating in the implementation of the First ECDP Manual. Served as the editor-in-chief of the quarterly newsletter that went out to all levels of management in F&BO.
- Coordinated the reconstruction of the BOA Delivery Order's monthly Program Review and ANFAST Contract Review Process.
- Facilitated the implementation of the **Single Latch Door Tracking across programs as a stretch assignment in order to track/resolve any discrepancies amongst open orders and their remaining EACs.**
- **Recognized for directing the initiative to reduce and reconcile the baseline EAC on contracts** to establish a new cost analysis for savings to the overall program's status.

College Student Non-Tech Specialist: MS2-Surface/Coast Guard

Lockheed Martin Corporation (MS2), Moorestown, New Jersey

Summer, 2012

Developed and implemented spent and committed Customer Operational Report charts to streamline monthly reporting process to customer. Ran/Maintained weekly labor reports and formulated a 400 page procedural guidebook to provide a fundamental synopsis of the activities executed by Production Finance professionals.

VP of Philanthropy

Iota Psi- Alpha Chi Omega, Elon, NC

January, 2012- December 2013

Plan, organize, and coordinate multiple philanthropic events on Elon University's campus while helping to raise awareness for victims of Domestic Violence raising over \$35,000 through client relationship interaction. Facilitate the service work within the chapter and other organizations in the Alamance County.

Corporate Competitive Intelligence & Business Operations Analyst

TD Insurance- Personal Lines and TD Bank Corporate Finance, Mt. Laurel, New Jersey

Summer, 2010 and 2011

Researched impacts of introducing new insurance products (21 brand assessments) using population demographics to *establish a projected three year net profit of \$500,000*. Presented database recommendation predicted to have a *10% increase in work efficiency saving the company a projected \$5 million*.

Leadership Development Consultant & Coordinator of Student Activities

Center for Leadership- Elon University, Elon, NC

January, 2010- December, 2010

Evolving position used to revamp consulting between 165 student organizations. Worked with professors and professional staff within the university to build a leadership program for first year collegians centered on the principles of global entrepreneurship and leadership. Sustained a targeted growth by implementing a by-law review process through an online evaluation system.

Experiential Learning Coordinator

Elon University, Elon, NC

March, 2010- February, 2013

Introduced and fostered group and individual development through challenge- based activities and experiences. Facilitated groups on the Team Elements and/or Low Ropes courses as scheduled. Maintained a working knowledge of experiential learning methods (Learning Zones, Challenge by Choice, A.P.P.L.E., etc) and CPR Training/First Aid Certification. A commitment to working with a diverse staff and population for the fulfillment of team goals.

Founder & Lead Director

Elon University, Elon, NC

September, 2010- March, 2013

Spearheaded university-wide fundraiser event to benefit Alzheimer's Research and victims of Domestic Violence. Organized marketing campaign as well as managing nearly 1,000 people within the university community. Governed alongside the National Alzheimer's Association in conjunction with the Triad Headquarters located in Greensboro, NC and Family Abuse Services in Alamance County, NC raising roughly \$15,500 in two years.



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Technical Assistant & Accountant

Waddell Engineering, LLC., Moorestown, NJ

March, 2008- August, 2009

Strong experience in bookkeeping and created new systems that would enable the company to expand into an international enterprise. Evaluated complex data and presented recommendations. Created and maintained the company web page with knowledge in HTML coding. Developed scopes of work, cost estimates and pricing for client work. Coordinated team resource allocation with internal team leads, CEO, and engineering staff. Participated in the broader marketing, communications, and technology community.

SKILLS:

- Knowledge of SAP, Cobra, Open-Plan, eWTA, Salesforce, Marketo, iCapture, CXP, and QuickBooks
- Mastery of Microsoft Office programs including Access, Visio, and Project
- Training in Win Plan Design, Offer Design, Government Review, and Proposal Authorship
- Extensive Knowledge in EVM Project Management, Market Research/Analytics, Strategic Communications, Relationship Management, and Event Management