

MARKETING DIRECTOR

PRINT & ONLINE MARKETING | BUSINESS CUSTOMER ACQUISITION

Customer-focused leader with 16+ years of cross-industry experience driving impactful marketing initiatives across multiple channels, including print, digital and eMarketing. Articulate communicator skilled in delivering insightful presentations and strengthening relationships with business partners, peers and senior leadership. Proven mentor, trainer and director of multidisciplinary teams in line with aggressive performance metrics. Expert marketing communications leader skillful at implementing high-profile marketing and business solutions. Seasoned in business communications, design, editorial direction, product development and creative design process. Areas of specialty include: Marketing Strategies & Campaigns, Website User Experience, Retail POP and Store Planning, Corporate Communications, Creative Team Leadership, Product Positioning & Branding, Web & Print Content Development, Focus Group & Market Research, Development of Training Materials, Sales Collateral & Support, Public & Media Relations and New Product Launch.

- Strategic Marketing
- Campaign Planning & Execution
- eMarketing & eCommerce
- New Business Development
- Floor Plan Design
- Promotional Events
- Budgeting & Cost Control
- Sales & Marketing
- Product Launches
- Client Relationship Management
- Problem Analysis/Resolution
- Brand Management

CAREER HIGHLIGHTS

- **Retail POP and Store Planning:** Designed, planned and installed the nine industrial maintenance retail stores, including building configuration, store floor plan, product selection, shelving configuration and signage. Created the retail business website experience and user design. Developed the corporate identity packet.
- **Marketing Strategies & Campaigns:** Secured, authored and designed multiple ad campaigns and industry articles including the cover story in the December issue of *American Fastener Journal*.
- **Marketing & e-Marketing Initiatives:** Completely redesigned the new Winzer marketing package to include the new Winzer Hot Sheet, new franchise-focused Sales Summary with 100-percent internally created and authored articles.
- **Print Marketing Initiatives:** Created the design and content for Winzer's new corporate brochure, industrial brochure, automotive brochure, oilfield brochure, power sports brochure, etc.
- **Aggressive Sales Generation:** Arranged, coordinated and authored two articles for American Fastener Journal. Developed the Winzer In-The-Round project (shelved), however the software technology has incorporated in the new version of Winzer's iPad software. Initiated a number of franchise projects to support local marketing, advertise and sales in the field including specialized marketing for Winzer's top independent franchisees helping **to secure key accounts with sales in excess of \$1 million.**
- **Web & Print Content Development:** Designed, coordinated and managed the development of a unique online fastener business from technology, ecommerce, product selection, marketing, logistics and online advertising.
- **Sales Collateral & Support:** Provide the on-going management and sales support resulting in an initial sales volume exceeding \$20,000 monthly with forecasted fiscal 2015 sales to exceed \$250,00. Additionally have secured the ability to market the Industrial Parts House Brand on Amazon.com with sales exceeding \$9,000 monthly.
- **Website User Experience:** Online venture has required a near round-the-clock management of customer service, order inquiries, customer communication and online marketing.

PROFESSIONAL EXPERIENCE

WINZER CORPORATION · 1998-Present

SENIOR DIRECTOR OF MARKETING/MERCHANDISING, 2011-PRESENT

SENIOR DIRECTOR MARKET DEVELOPMENT, 2010-2011

SENIOR DIRECTOR OF MARKETING, 2008-2010

DIRECTOR OF GRAPHICS, 1998-2008

Oversee the development and implementation of a rapidly growing retail driven infrastructure that includes warehouse distribution, retail and online sales to over 2 million unique SKUs, nine brick and mortar retail locations and six online stores for national MRO, Fastener and industrial distribution company. Manage and Coordinated: Store Planning and Design; Merchandising Solutions Branding Development; Retail POP Displays and Department Design, Packaging Design; New Business Development, Product Life-Cycle; Website Management, Planning and User Experience Design; Marketing Collateral Development and Design; Executive Level Consulting, Management and Leadership.

- Manage the training and franchise development program of an industry leading distributor of automotive and industrial maintenance and repair products. Create unique and effective marketing and sales initiatives to increase sales, build corporate brand recognition and increase franchise business success.

- Ground-up development a department which effectively added incremental sales throughout a field of over 400 independently owned franchises.
- Lead a team of five product managers and professional sales trainers.
- Coordinated and host multi-location regional training meetings throughout the United States.
- Collaborated in the successful integration of corporate acquisitions through product evaluation and franchise training.
- Developed training and sales materials to foster growth in new products and programs.
- **Assisted franchisees in opening new accounts and penetrating existing accounts, contributing to \$3 million in new sales for fiscal 2011.**
- Managed the product life-cycle and marketing efforts of over 65,000 automotive and industrial maintenance repair products for a national franchise organization. Developed and implemented strategic marketing and product support programs. Analyzed industry trends to maintain product and marketing initiatives.
- Created an all inclusive department that was cross-trained to support all marketing directives.
- Coordinated multiple off-site franchise focus groups to increase business awareness.
- Established/Directed an in-house graphics department of an industry-leading distributor.
- Managed and created content of multiple national franchise catalogs.

UNITED STATES ARMY PUBLIC AFFAIRS· 1993-1998

E5 SERGEANT

Participated in and assisted with the supervision and administration of Army public affairs programs primarily through news releases, newspaper articles, Web-based material and photographs for use in military and civilian news media. Multiple deployments including Kuwait, Egypt and the National Training Center.

- Researched, prepared and disseminated news releases, articles, web-based material and photographs on Army personnel and activities to multiple military installations and the DOD.
- Develop ideas for news articles.
- Arranged and conduct interviews with the Army, host countries and civilian communities.
- Conducted military and civilian media training.
- Escorted national and international civilian media on installations and the battlefield.

TECHNICAL PROFICIENCY

Design Software – Quark Xpress, Adobe Creative Suite, Sketchup

Operating Systems – Windows, Mac

Word Processors – Microsoft

Printing – Offset, High Speed Digital Color, Black & White, Fiery and Digipath / FreeFlow

Prepress – Extensive Offset and Postscript

Web – Dreamweaver, Fireworks

Photography – Digital and Film-based

Video – Digital Video, Adobe Premiere

EDUCATION

BACHELOR OF SCIENCE, E-BUSINESS
UNIVERSITY OF PHOENIX, Dallas, TX

PUBLISHING, JOURNALISM, PUBLIC RELATIONS AND MEDIA RELATIONS
DEFENSE INFORMATION SCHOOL, Fort Meade, MD

LEADERSHIP DEVELOPMENT
LEADERSHIP TRAINING, Fort Stewart, GA