
Core Strengths

Initiative	Presentation Skills	Acquisition Integration
High Integrity	Marketing Communications	Organized & Detail focused
Leadership	Strategic Planning	Fosters Teamwork

Highly motivated with strong communication skills both written and oral. Detail oriented and experienced in writing & executing product, marketing, and communication plans. Driven to work with all players on the team for a successful outcome by being a positive and supportive mentor/manager that strives to lead the best out of everyone. Extremely passionate about all levels of marketing and business development to ensure company presence and success in the marketplace.

Professional Experience

Director of Marketing

- Developed and execute strategic marketing and communication plans including catalogs, trade shows, website, social media, weekly e-mail campaigns, corporate presentations and sales power points for webinars.
- Direct content creation and design for all sales and marketing promotions, flyers and materials for multiple product categories and locations.
- Direct creative design for a consistent look between recently merged companies in communications, website, catalogs, national and regional tradeshow and more.
- Directs photo shoots for products; standard, in-use/on location, with and without models.
- Oversee press checks for marketing collateral and product catalogs.
- Develop and manage annual communication plan for all company communications and promotions on budget; direct design, schedule releases on time and analyze success.
- Develop and maintain annual communications plan for top customer groups and work with National Sales managers to execute plan consistently and on schedule.
- Consistently communicate and motivate national salesforce with education and sales support materials to strengthen brand presence and grow revenue.
- Coordinated pricing process, review to competitive and make recommendations to CEO and team.

Chief Director of Marketing

- Member of executive management team which focuses on overall strategic planning, design and implementation of marketing communications and sales support. Maintain company profitability.
- Directed all marketing and product integration of multiple acquisitions, always increasing sales.

- Developed and executed strategic marketing and communication plans including catalogs, trade shows, website, social media, weekly e-mail campaigns and creation/design of all sales and marketing materials.
- Managed and supported marketing, sales and communications across multiple markets, audiences and distribution channels.
- Worked closely with product development management in planning, product selection, launching and communication for multiple product categories.
- Worked with finance and other areas on pricing process and review for optimum margin attainment.
- Initiated and directed website development with outside vendor, giving design direction, maintaining product accuracy and corporate consistency.
- Developed trade show strategy, design and purchase of graphics and branding for all national and regional shows as well as attend and manage booth set up and take down.
- Ensured effective use of all marketing activities including planning, budgeting, implementation and follow up for all marketing programs and communications.

Director of Marketing & Product Development

- Developed and executed strategic marketing and communication plans including catalogs, trade shows, e-blasts and the creation/design of all sales and marketing materials.
- Managed and supported creative photo editors to research, select and execute image selection for multiple product lines within budget.
- Managed production designers responsible for executing product development.
- Directed marketing creative designers and copywriters to execute all company communications.
- Ensured effective use of marketing activities including planning, budgeting, implementation and follow up for all marketing programs and communications.

Education

Mankato State University, Mankato, MN BS Business Administration with concentration in Marketing & Management
September, 1982 – June, 1986

Promotional Industry Professional Program M.A.S. Promotional Products Industry May, 1990

References

Available upon Request