

# Chad Wise

## Creative Solution Focused, Organizational & Logistical Powerhouse

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I have been working mainly in the Promotional Products industry for the last 20 years, so my contacts and connections lie there, but my skills are by no means limited to that area. I am a master of logistics (from coordinating the movement of stock from warehouse to decorator to end user), my organizational skills are superb (being able to reference half a million products for several thousand clients means you can't have a cluttered desk) and I'm not afraid to try a new angle if it means getting the job done more efficiently or cost effectively.

### WORK EXPERIENCE

#### **Account Executive**

**Surge Innovations** - Chicago, IL – April 2015 to present

Promotional Products Distributorship

- Managed branding initiatives for Mike's Hard Lemonade, White Claw, Jagermeister, Pabst family of brands, Moody Bible College, Moody Radio and many others.
- Developed programs for clients that adhered to their internal brand guidelines while staying creatively on message.
- Utilized Hong Kong office to source & produce one-of-a-kind and fully custom items for these brands.
- Worked closely with Agency representatives to present comprehensive programs while managing promotional spend.
- Acted as point of contact for all inquiries regarding the program from concept to delivery.
- Vehemently adhered to program and project budgets and deadlines and ensured timely arrival of deliverables.
- Developed online ordering portals for clients and managed the process start to finish.

#### **Director of Operations/ Account Coordinator**

**Big Frey Promotional Products** - Deerfield, IL - May 2004 to July 2013

Promotional Products Distributorship

- Managed branding initiatives for Campbell Soup, BP, Deloitte, Aramark, DirecTV and many others.
- Developed programs for clients that adhered to their internal brand guidelines while staying creatively on message.
- Acted as point of contact for all client inquiries regarding the program from concept to delivery.
- Vehemently adhered to program and project budgets and deadlines and ensured timely arrival of deliverables.
- Performed order follow-up and program evaluations after delivery.
- Managed internal product database.
- Prepared and managed external marketing materials & programs for the organization including print media, client specific product showcases, email campaigns and tradeshow exhibit preparation and logistics.
- Acted as liaison during multi-year partnerships with Boundless Network and HALO Branded Solutions.
- Managed day-to-day operations of the office including supply procurement, shipping/ receiving and maintenance.

#### **Founder/ Artistic & Managing Director**

**New Millennium Theatre Company** - Chicago, IL - May 1998 to July 2012

Event Production Company (including Plays, Musicals, Comedy, Dance Revues & Interactive Dinner Events)

- Recruited and managed a team of 15 volunteers in the ongoing production of professional theatrical events.
- Identified each member's personal goals and learning styles and enacted programs and subcommittees to address the above and work towards the goals of the company.
- Developed protocols for, and supervised teams working on, all aspects of the company including marketing, social media, board development, fundraising, script development, recruitment, production and community outreach.
- Innovated marketing initiatives: costumed street level campaigns & early adoption of QR codes on print collateral.
- Managed company financials including use of Quickbooks.
- Managed all contract negotiations with vendors, venues and licensees.

### EDUCATION

#### **Bachelor of Science in Theatre Education**

Illinois State University - Normal, IL 1996

### SKILLS

SAGE Promotional Products Industry Search Tool, ESP Promotional Products Industry Search Tool, Salesforce Online Order Management, Quickbooks, Microsoft Office Suite, social media management, audience development, event planning, creative problem solving, logistical planning