

JAMIE THOMAS

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ACCOUNT MANAGEMENT PROFESSIONAL

Account Manager with a background in leading marketing strategy and sales. Designed and executed print and digital promotional initiatives, increasing ROI for multi-million-dollar clients across diverse industries. Highly skilled in:

- Account Management
- Marketing Strategy
- Sales Growth Plans
- P&L Management
- Supply Chain
- Category Management
- Project Management
- Sales Forecasting
- Training & Coaching
- Performance Analysis
- Competitive Analysis
- Branded Merchandise
- CRM & Salesforce
- Client Relations
- Cost Reduction

PROFESSIONAL EXPERIENCE

NORTH AMERICAN CORPORATION (NVISION Division) | Glenview, IL | 9/10-9/11 & 9/13-7/20

ACCOUNT MANAGER | Client: Bridgestone Americas – Nashville, TN | 4/18 – 7/20

- Oversaw marketing/promotions projects including strategic planning, P&L management, and sales growth for client with \$32B in annual revenue and 2,300 retail locations across the U.S.
- Managed budgets up to \$15M for multiple divisions, ensured ROI, and reduced annual costs by 10%
- Project Manager for projects with budget up to \$1.3M; led creative design and print/digital production of promotional items, giveaways, displays, direct mail, and social media campaigns
- Collaborated with cross-functional teams (Design, Marketing, Sales, Branding, Executive Leadership)
- Successfully grew sales from \$150K to \$2M spend on promotional items (ASI) within 2 years
- Led cost-reduction initiatives, resulting in \$120K+ in company savings annually

ACCOUNT MANAGER – MARKETING | Client: Serta Mattress – Hoffman Estates, IL | 9/14 – 4/18

- Oversaw marketing projects and cost savings solutions for client selling into 6,000 international retail locations and with \$5B in annual revenue
- Managed \$10M marketing budget and led the design, strategy, and production of all promotional materials including in-store signage, giveaways, and displays
- Successfully increased promotional spend (ASI) from \$0 to \$600K in first year and \$800K in year 2
- Initiated and executed cost-effective company-wide apparel promotional campaign for 600 staff, resulting in increased brand awareness and employee engagement
- Piloted new product presentation initiative for global market, increasing customer engagement

PRINT BUYER | Clients: Abbott Nutrition / Tractor Supply / Aramark | 9/13 – 9/14

- Managed vendor relations to ensure on-time, accurate delivery of marketing projects including identifying vendors, managing timelines, and completing production for multi-million-dollar clients

JOHNSBYRNE COMPANY | Niles, IL | 7/06 – 9/10 & 12/12 – 9/13

INSIDE SALES / CLIENT SERVICES CONSULTANT

- Managed marketing projects including client needs assessment, generation of proposals, production, ensuring compliance (FDA), and closing sales for Fortune 500 pharmaceutical/technology businesses
- Managed accounts and assisted in the closing of \$8M in sales
- Created a portfolio of successful creative designs, initiatives, and solutions to drive additional sales

ADDITIONAL EXPERIENCE

MARKETING DIRECTOR | PRINTING ARTS | Broadview, IL | 9/11 – 11/12

EDUCATION

Business Administration Courses | University of Illinois-Chicago | Chicago, IL