

Marketing Executive

Expertise

- Strategic Planning
- Profit & Account Growth
- Market Penetration
- Executive Leadership & Supervision
- Marketing Campaign Management
- Direct Marketing
- Target/Niche Marketing
- Brand Management & Extension
- Collateral Development (Print/Web/Broadcast)
- Market Research & Analysis
- Forecasting & Budgeting
- Cost Containment
- VC Funding Strategy
- Partnership Alliances
- Tradeshow & Event Management

Visionary marketing VP with extensive experience providing leadership of full spectrum marketing programs across catalog, retail, and e-tail channels for diverse industry market leaders (healthcare products, apparel/home furnishings, banking/finance) in startup and high-growth environments. Repeated success driving multimillion-dollar sales increases, unprecedented customer acquisition/retention, and favorable worldwide press through “high-octane,” growth-enabling marketing strategies and campaigns. P&L “maximizer,” with history of doubling consumer response while concurrently reducing marketing spend. Respected leader of diverse creative teams; innovator of programs/collateral proven to outdistance the competition; and strategist, key resource, and problem-solver for senior executive colleagues.

Career Progression

BCA, INC. – Springfield, OH

Vice President of Marketing, 5/98 to Present

Wholly responsible for leadership of \$13.5M marketing operation, directing a peak staff of 20 in daily operations for a \$250M retail distributor of health-related products. Accountable for driving business growth and fueling favorable P&L scenario through strategic, integrated marketing across multiple channels (catalog, store, Web) aimed at increasing customer acquisition/retention. Architect and execute cost-effective advertising, PR, and promotional campaigns involving a myriad of media, merchandising, and collateral methods/tactics. Serve as a key advisor and corporate strategist as member of executive team, reporting directly to the CEO.

Selected Accomplishments:

- **Positioned corporation as a dominant industry leader**, providing marketing leadership to facilitate high-growth goal attainment as company grew from a 27-store regional operation to a 100-plus-location national chain.
- Created first direct response television campaign that generated **20K+ calls and Internet responses in under two months**, with an **18% ROI improvement** compared to all other alternative media.
- Conceived and executed series of catalog offers and creative tests for major overhaul of prospecting collateral and pricing structure designed to increase both new customer acquisition rates and expand existing customer base. Test initiatives **catapulted six-figure sales** in both categories, **outperforming controls by as much as 105%**.
- Strategized series of aggressive catalog merchandising tactics that **reversed lagging sales trend** despite fierce industry competition, jump-starting revenue for a **\$500K+ increase** and growing incremental sales annually.
- **Generated \$1.5M+ in “found” revenue** through cultivation of first-ever cooperative vendor advertising partnerships.
- Delivered dramatic in-store traffic increase (**22% aggregate growth**) and grew retail sales across 400 product lines through compelling newspaper advertising, targeted prospect/customer mailings, POS (point-of-sales) displays, signage, and other collateral materials.
- Conceptualized and launched major PR campaign to **introduce corporate Web site and online shopping**. Pioneered company’s first comprehensive media effort and achieved placement in *The New York Times*, *The Washington Post*, and *The Wall Street Journal*.
- Initiated translation of catalog into Spanish to tap into underdeveloped emerging market for a **50% lift in sales** from this crucial segment.
- Directed comprehensive cost-reduction measures, including the elimination of catalog mailings to unprofitable segments that **slashed overhead by \$2.2M per annum** and the renegotiation of printing contract that **saved \$150K annually**.
- Built intricate direct marketing database enabling **segmentation of house file by buying habits** for implementation of first-generation direct mail initiatives that successfully capitalized on consumer-purchasing preferences.

Education

PACE
UNIVERSITY -
New York, NY

MBA, Marketing,
1987

Graduated "With
Distinction"

GPA: 3.7

GEORGE
WASHINGTON
UNIVERSITY -
Washington, D.C.

BA in
Psychology, 1987

Graduated "With
Distinction" and
"Special Honors"

GPA: 3.7

ABC COMPANY - New York, NY

Director of Marketing/New Customer Acquisition (Popular Club Plan), 10/88 to 5/98

Directed \$12M strategic marketing program and led growth of \$250M new customer acquisition marketing department for major apparel/home store catalog retailer, overseeing a 15-member team. Charged with delivering revenue growth, market-share expansion, and increased account base through innovation, planning, and leadership of a full spectrum of marketing and customer acquisition/retention initiatives. *Selected Accomplishments:*

- **Skyrocketed new customer acquisition by 37%** (averaging 39,800 new customers annually) to drive **\$34M in new revenue stream** (14% of total company sales).
- Restructured company's TV advertising creative and media strategies for a **112% increase** in new customer acquisition compared to prior year while simultaneously delivering a **38% reduction in cost per new account**. Lifetime sales benefit estimated at **\$17M**.
- Innovated direct mail offers that consistently **outperformed control's conversion rate by 85%** (fueling multimillion-dollar sales) and **cut per-customer acquisition costs in half**.
- Developed and led a full range of direct mail programs that **never failed to improve customer reactivation**, with precedent-setting increases of as much as **25%**.
- Spearheaded multi-media marketing plan to acquire share of Hispanic market, **capturing \$600K+ annually** as a direct result.
- Launched telemarketing campaigns that upped customer reactivation 20% (**double the goal**).

BEN'S ICECREAM - New York, NY

Marketing Vice President/Sales Director, 7/87 to 10/88

Managed full extent of firm's marketing/sales activities, **delivering a 23% increase in sales after first year**. Led development of sales-driving marketing programs; developed and disseminated in-depth business plan to successfully raise **six-figure venture capital**; introduced, cultivated, and supervised firm's **first-ever advertising/PR agency relationships**; oversaw startup of new plant site; supervised creative team in product packaging redesign; designed/conducted market research; and held accountability for distribution management (including solicitation of and successful negotiation with major distributor), product cost control, and account management/growth.

RST, INC. - New York, NY

Asst. Vice President-Asst. Director/Direct Marketing, 10/84 to 7/87

Conceived and directed national and local marketing programs to expand firm's retail client base across 350 branch offices. Responsible for market planning and segmentation, planning and execution of advertising and direct mail programs, market research, telemarketing management, prospect demographic profiling, and collateral fulfillment. Built lead generation and database management system that **generated \$1M+** incrementally in the first year.

BEST TRAVEL SERVICES, INC. - New York, NY

Assistant Manager/Consumer Card Marketing, 2/84 to 10/84

Developed/administered marketing programs fostering acquisition of 65% of all new Best Travel Green Card customers. Marketing programs included: POP/cooperative advertising, direct mail, industry-targeted marketing programs, travel-office incentive programs, take-one application and display development, and creation of support materials for dedicated sales force.

BIGBANK, N.A. - New York, NY

Assistant Branch Manager, 12/82 to 2/84; **Sales Manager**, 3/82 to 12/82; **Customer Service Representative**, 9/81 to 3/82

Advanced through increasingly responsible positions, ultimately managing branch marketing and sales programs at location with highest-net-worth customer base. Marketing/sales programs included: local direct mail, client referral program, telemarketing sales campaigns, and cross-selling programs. Supervised, trained, and coached top-performing sales and operations team and engineered motivational incentive programs and sales consolidation process. Consistently **ranked in top 10% of branch sales managers company-wide**.