

PARTNER; BUSINESS DEVELOPMENT

Summary

A versatile and dynamic manager and marketing professional with more than (20) years of sales, management, marketing and promotional experience. A goal oriented and trusted leader, able to communicate effectively with people of all ages and backgrounds, to work collaboratively to resolve problems and to motivate team members to achieve personal and organizational objectives.

Highlights

- Integrity first
- Quality leadership
- Excellent written and verbal communicator
- Experienced manager
- Customer service-oriented
- Training and development

Experience

11/2011 to 05/2014

Partner; Business Development Company Name i¼ City , State

- Joined forces with two long-time colleagues to build a full service marketing agency with a specialization in event/ experiential marketing.
- Built and developed the company's overall objectives and strategies to differentiate from other marketing agencies.
- Created documents and data used to communicate the company's capabilities via web-site and presentation materials.
- Built and successfully presented various strategic marketing plans to prospective clients.
- Interviewed, hired and trained members of our executional field teams.
- Worked with field/ executional teams to ensure performance expectations were reached.
- Built and monitored project budgets to maximize ROI.

06/2009 to 10/2011

Regional Manager; Consumer Engagement Company Name i¼ City , State

- Managed the transition of an in-house event marketing structure to an external event marketing agency by recruiting, training and coaching on-site executional teams, governing compliance parameters and instituting consistent brand imagery and messaging.
- Built and implemented a portfolio of consumer engagement promotions and compliance programs focused on music festivals and concerts to cost effectively maximize our reach among desired and qualified consumers.
- Effectively managed \$1.2 mm operations budget.
- Standardized the functionality and consumer flow through our promotional execution footprints resulting in greater brand consistency and improved efficiency.
- Instituted compliance and safety parameters during our consumer engagement promotions at large scale events.
- Experienced (0) accidents and (0) compliance issues.
- Developed a system that measured the impact and brand affinity of our promotions resulting in improve effectiveness.
- Utilized as a compliance and audit resource for the nightlife consumer engagement program. The result, programming was improved via consistent scheduling and performance.
- Lead the destruction process for suppliers relating to all out dated, non- compliant, unusable material and equipment.
- Acted as a compliance and policy representative for the company to ensure that all event marketing governance was adhered to.

05/2002 to 06/2009

Regional Event Marketing Manager Company Name i¼ City , State

- Effectively managed all strategic event marketing programs within the largest sales and marketing territory for the company and met or exceeded all Company desired objectives and goals.
- Developed and implemented an operational and administrative budget of over \$3MM to a minimal variance resulting in a very strategic and focused approach to our business.
- Hired, trained and developed a full-time staff consisting of: (1) Category Growth Manager, (8) Supervisors, and 1) Administrative Secretary.
- Ultimately responsible for up to (200) part time employees that were charged with executing (1,100) Marketing events and (428,000) consumer interactions per year.
- Measured event ROI to ensure specific event strategies and tactics were accurate and on target.
- Ensured the integration of One-on-One Marketing's strategic initiatives throughout the Regional event portfolio.
- Conducted Performance Reviews resulting in continued talent development.
- Worked directly with the regional sales team to provide strategic support for sales initiatives and new product launches.
- Involved in long term, strategic planning for future growth of Company initiatives by focusing on Category Growth.
- Ensured all Regional Programming and activities comply with Code of Corporate Responsibility, Smokeless Tobacco Master Settlement Agreement, and Company guidelines and policies.
- Partnered with the legal department to provide oversight on contractual matters and compliance training development and delivery.

05/1998 to 05/2002

One-on-One Marketing Supervisor Company Name i¼ City , State

- Built brand imagery by incorporating lifestyle activities at (150) relevant events (i.e., Motorsports, Rodeo, Outdoors).
- Effectively trained, developed and lead a part-time staff ranging from 15-30 employees.

- Managed a combined budget of over \$200,000.
- Conducted detailed analysis of Nielsen and Industry Sales data to determine priority markets within the region; worked closely with Regional Sales Analysts to develop key marketing initiatives that align with regional demographics and sales volume.
- Developed and implemented a Regional Tactical Action Plan to support Company's Sales/Marketing objectives.
- Integrated an extensive Print Media Plan to maximize exposure for all marketing opportunities.

02/1992 to 05/1998

Sales Representative Company Name i¼ City , State

- Worked sales territory in South Texas that consisted of over (350) retail calls, (3) distributors, and (5) chain accounts.
- Responsible for pre-set product distribution, retail product mix, vendor placement, ordering & inventory educations, and point of sale display items.
- Worked Trade Shows to sell designated promotional displays.
- Managed numerous Part-time employees who assisted in retail sales coverage.

Education

Bachelor of Arts Degree : Communications Stephen F. Austin State University i¼ City , State GPA: Dean's List recognition Social fraternity member

Dean's List

Skills

Seasoned Leadership, Experienced Manager, Motivated, Balanced