

DIRECTOR OF MARKETING

Executive Profile

Catalyst for transforming an organization's vision into reality. Creative, high energy professional with more than 15 years diverse industry experience that spans the realm of marketing, sales and communications for both internal and external use driving bottom line sales. Known for increasing sales, building strategic relationships, exceptional communication both verbally and written, account planning and management, flawless event and tradeshow execution, collaboration and negotiation skills, supported by equally strong ability as a "team player" to win trust and confidence from both internal and external customers. Public Relations Brand Building & Product Management Event Coordination/Management/Promotion Strategic Planning/Forecasting/Budgeting Social Media Strategy and Implementation ROI/Market Effectiveness Analysis Materials Generation Internal and External Use Account Management and Growth Advertising/Creative Generation Web 2.0/Interactive Media Website Content Creation/Nav./Mgmt. Distributor relationship building Share of Voice Strengthening Crisis Management Channel Management Sales Generation

Skill Highlights

- ADDITIONAL QUALIFICATIONS AND EXPERTISE
- Co-Editor of Diesel Army Magazine
- Published author and photographer in over 100 magazines and online publications on a variety of topics
- Chosen for the Who's Who of Outstanding Professionals 2004, 2005, 2006, 2008, 2009, 2010, 2011, 2012, 2013, 2014
- Chosen as one of the "Top 35 Under 35" by SEMA Magazine
- Speaker/Lecturer Exhibitor Show 2004, 2005 (focus on brand building, PR basics and marketing basics)
- Marketing/Branding Webinar Presenter for SEMA (Specialty Equipment Market Association) 2005, 2006, 2007
- Radio DJ/Morning Show Host for KCKR-FM
- Proficient in Word, Excel, Powerpoint, Prezi, Lotus Notes, Oracle, Hyperion, FTG, Camtasia, Photoshop, Adobe, Illustrator, Adobe InDesign, video editing software, audio editing software, Speednik, CRM

Core Accomplishments

- Chosen for the Who's Who of Outstanding Professionals 2004, 2005, 2006, 2008, 2009, 2010, 2011, 2012, 2013, 2014
- Chosen as one of the "Top 35 Under 35" by SEMA Magazine

Professional Experience

Director of Marketing 01/2014 to Current

Company Name City, State

- Serve as head of the marketing department providing strategy and leadership for brand preservation and growth
- Manage all public relations, advertising, media buying, collateral materials
- Write and create all collateral materials for marketing and sales use
- Write all articles and technical pieces for media placement and publication
- Manage all tradeshows, events distributor sales conferences and professional trade meetings
- Create and manage all apparel, merchandise and giveaways sold on a daily basis
- Collaborate with sales to ensure that marketing efforts are helping to yield maximum ROI
- Manage all aspects of the website including redesign, text, layout, etc.
- Manage all day to day marketing activities
- Manage all outside agencies and vendors for marketing activities
- Oversee marketing budget and costs, presenting to the board of directors regularly with strategic initiatives

Specialist 01/2013 to 01/2014

Company Name City, State

- Serve as primary contact to distributors, corporate accounts and key large customers providing expertise and recommendations for development and increasing sales revenue
- Primary responsibility for management/growth of \$120 million in key account sales
- Secondarily responsible for management of \$20 million in key account sales
- Manage, plan and execute all distributor national sales mtgs., regional sales mtgs., corporate sales mtgs., reward trips, etc.
- Manage rewards programs for distribution including ISR, OSR and RSM incentives
- Day to Day management and training of Field Key Account Managers
- Manage Key Accounts budgets, growth incentive plans and rebate programs
- Collaborate frequently with Marketing and Sales to successfully implement programs and strategies
- Prepare and present monthly sales forecast reports and other competitive data
- Handle all distributor media placements, create marketing plan and execute action items
- Create a variety of collateral materials for use with key accounts and internal sales force
- Sales contract and pricing negotiation-including margin changes, buying incentives
- Work with French headquarters to bring new products to market in joint sales/marketing ventures
- Manage distributor communication for all product line segments and marketing managers
- Manage and coordinate media buying for all product lines and brands for the US Markets
- Coordinate public relations activities and advertorials
- Content generation-newsletters, websites, press releases, sales materials,
- Generate social media strategy and content for social media sites

- Liaison between sales, marketing and communications departments for facilitation on a variety of collaborative projects
- Create and manage media relationships facilitating stories and increasing coverage
- Coordinate and help to manage Virbac's presence at national and international tradeshows.
- Manage and facilitate multiple events to increase branding and develop key relationships internationally and nationally in all aspects. Help manage pre and post show communications to appropriate personnel and clinics to maximize and track sales efforts to ensure ROI on related tradeshow events
- Handle communication to stakeholders to help foster cross collaboration between departments and French headquarters to increase awareness of Virbac initiatives
- Manage outside advertising and marketing agencies

CEO 01/2003 to 01/2014

Company Name City , State

- Manage communication outreach for national/international programs for multiple accounts, public relations, brand building, event management/coordination/promotion, social media strategy and implementation, strategic planning, forecasting, campaign and market effectiveness analysis, manage staff, media outreach, web 2.0, website content creation/site layout/navigation and create written materials for both internal and external distribution.
- Tripled client base and revenue after only one year; sustained growth, various successful media events/campaigns, long-term client retention, creating and implementing ROI driven pr/media outreach plans, advertising placement and creative generation, materials generation
- Served as primary client contact, direct media outreach, materials generation, budgeting, manage and direct creative (advertising/pr), managing staff, implementation of media strategy including social media, goal setting, analysis of effectiveness/efficiency, website creation/content generation/navigation, web 2.0 marketing, leading team to repeated client/agency victories, event management and promotion, teaching/speaking, manage sponsorship requests

Senior Account Executive 01/2001 to 01/2003

Company Name City , State

- Managed all branding/marketing/media efforts for 6 clients proving ROI, generated media results, developed, created and implemented strategic media plans, managed staff, conducted client media training, developing timelines and product marketing strategy cost forecasts, material generation, managing expectations of clients and senior level internal management
- Supervised and developed account teams, responsible for 90% client retention rate, new business sales presentations, employee and team goal setting, conducted staff performance evaluations, managed vendor work with outside agency partners.

Crisis Account Executive 01/2000 to 01/2001

Company Name City , State

- Responsible for account management marketing tasks for the bankruptcy department including: press release creation and distribution, client research, media list generation, media outreach, daily media clip monitoring, article generation and campaign lifecycle management. Kept 8 different accounts running smoothly.
- Created and edited various proposals and related documents (marketing reference guides, newsletters, critical communication documents, press releases, weekly employee letters for clientele). Trained executives on crisis procedures, developed on site plans for dealing with crisis in a variety of situations specializing in "spinning" the outcome favorably

Junior Associate 01/1998 to 01/2000

Company Name City , State

- Developed, wrote and edited communication and marketing materials, media event coordination, celebrity interviews, taped editing for release to the press, team coordination, supervised assistants and vendors.
- Oversight of account and client budgeting, media list generation, media buying and placement, advertising creative development, public relations and media outreach, planning and managing of corporate and media events.

Freelance Booker 01/1998 to 01/1999

Company Name City , State

- Directed guest management and relations including obtaining and "selling guests on the show story," coordinating all aspects of the booking from travel to hair and makeup to entertainment
- Conducted pre-interviews for the producers, obtained and secured back-up guests through phone work
- Managed guests upon arrival and visit to studios, updated database information for contacts and celebrities

Reporter, Associate Producer, Editor 01/1996 to 01/1998

Company Name City , State

- Reported the weekend news, helped produce the weekend newscasts, went out on stories and interviewed subjects
- Created news content and stories for the newscasts, edited video tape
- Ran the Chyron machine during newscasts, studio camera operator on the morning show

Education

MBA : International Business Management 2012 University of Texas City , State , US MBA-International Business Management; University of

Texas, Arlington, TX 2012

Graduate Certificate : Asian Business Studies 2012 Tongji University City , CN Graduate Certificate-Asian Business Studies; Tongji University, Shanghai, China 2012

Bachelor : Ferrari North America 1998 Baylor University City , State , US Bachelor of Communications - Baylor University - Waco, TX, 1998

Nicole Westfall: Sampling of Clients Served Over The Years Financial John Hancock Kellogg & Andelson Pharmaceutical/Medical/Spa Merck-Medco St. Jude's Children's Hospital Virbac Animal Health Magic Migraine Miracle (launch) Pampered Perch (launch) Wax Poetic Carla's Concoctions Utilities Touchstone Energy Big Dig (Boston tunnel project) LPPC (Large Public Power Council) LCRA (energy consortium) NRECA (National Rural Electric Cooperative Association) Qwest Communications Lifestyle/Philanthropy Boyd Gaming Corporation Sam's Town Hotel and Casino Stardust Hotel and Casino Sam's Town Tunica Bang & Olufsen Nakamichi America House of Champions Covenant House California Dr. Judy Marshall Automotive Bentley Motors Vespa Automobili Lamborghini S.P.A Ferrari North America Indian Motorcycle Shelby Automobiles Carroll Shelby BorgWarner Turbo Systems (launch) Petersen Aviation Gooding & Company (launch) Haggerty Collector Network Meguiar's Inc. SEMA (Specialty Equipment Market Association) Royal Purple Inc. (re-launch) American Collector's Insurance Baer Inc. HKS USA Shelby Licensing Petersen Automotive Museum Kruse International Classic Restoration Enterprises Smeding Performance Street Concepts Trailgate Transfer Flow Racing Merchandise Mr. Gasket Motive Club Meacham Design, Performance Innovative Turbo Systems BSE : Bill Smulo Engineering BSE (Bill Smulo Engineering) B & M Racing & Performance Autotecnica American Collectors Insurance Allview Mirror Corporation Media/Internet ABC Television Ebay Motors (launch) Vanguard Media (launch) Qwest Communications Crisis Communications Company Experience Barneys of New York Exxon, Inc PG&E Corp. Federal Mogul Corporation Metabolife Regal Cinemas Edwards Theatres Grove Worldwide Furr's/Bishops Einstein/Noah Bagels Global Crossing Food Lion Southwest Gas Corporation EJ Meyer Corporation Lizzy Grubman Don King Productions Oscar De La Hoya Tri Valley Growers Halle Berry B Wise Napster Steel Horse Automotive Political Communications/Strategy Experience Presidential Election for Venezuela (1999)

Military Experience

01/2004 to 01/2005

Company Name Co-Editor of Diesel Army Magazine Published author and photographer in over 100 magazines and online publications on a variety of topics Chosen for the Who's Who of Outstanding Professionals 2004, 2005, 2006, 2008, 2009, 2010, 2011, 2012, 2013, 2014 Chosen as one of the "Top 35 Under 35" by SEMA Magazine Speaker/Lecturer Exhibitor Show 2004, 2005 (focus on brand building, PR basics and marketing basics) Marketing/Branding Webinar Presenter for SEMA (Specialty Equipment Market Association) 2005, 2006, 2007 Radio DJ/Morning Show Host for KCKR-FM Proficient in Word, Excel, Powerpoint, Prezi, Lotus Notes, Oracle, Hyperion, FTG, Camtasia, Photoshop, Adobe, Illustrator, Adobe InDesign, video editing software, audio editing software, Speednik, CRM

Certifications

Graduate Certificate-Asian Business Studies Tongji University, Shanghai, China

Professional Affiliations

Marketing/Branding Webinar Presenter for SEMA (Specialty Equipment Market Association) , , 2007

Presentations

Manage all tradeshows, events distributor sales conferences and professional trade meetings Supervised and developed account teams, responsible for 90% client retention rate, new business sales presentations, employee and team goal setting, conducted staff performance evaluations, managed vendor work with outside agency partners

Skills

Marketing, Advertising, Public Relations, Roi, Budgeting, Media Strategy, Social Media Strategy, Content Creation, Forecasting, Pr, Site Layout, Strategic Planning, Teaching, Buying, Buying/procurement, Sales, Media Buying, Associate, Training, And Marketing, Branding, Account Executive, And Sales, Sales To, Tradeshows, Clients, Agency Partners, Business Sales, Forecasts, Marketing Strategy, Product Marketing, Sales Presentations, Basis, Budget, Distributor Sales, Marketing Department, With Sales, Account Sales, Accounts And, Accounts Manager, Budgets, Corporate Accounts, Corporate Sales, Increasing Sales, Isr, Key Account, Key Accounts, Marketing Plan, Million, Monthly Sales, National Sales, New Products, Pricing, Regional Sales, Sales Contract, Sales Force, Sales Forecast, Sales Revenue, Sales/marketing, Increase, Liaison, Tradeshow, Account Management, Bankruptcy, Different Accounts, Proposals, Database, Account Planning, Adobe Indesign, Ambitious, Catalyst, Channel Management, Crisis Management, Crm, Customer Relationship Management, Diesel, Excel, Hyperion, Illustration, Illustrator, Indesign, Interactive Media, Lotus Notes, Marketing/advertising, Masters Of Business Administration, National Accounts, Natural, Oracle, Photoshop, Powerpoint, Product Management, Relationship Building, Rest, Sales And, Sales Campaign, Sales Generation, Share Of Voice, Steering, Suspension, Team Player, Voice, Word, Automotive, Business Management, Mba, Aviation, Rural Electric, Sampling