

Tools Of My Trade

- > Marketing / Advertising / Communications = + Planning
+ Strategy + Promotion + Concepts + Design + Content
- > Branded Promotional Products = + Wearables + Calendars
+ Content + Electronics + Drinkware + Office + Sourcing 24/7

My Guide to Client Relationships

1. Know your market
2. Target the right people
3. Never lower quality
4. Complete jobs on time
5. Always deliver enthusiasm

Employment

- FCM Marketing - Principal - Account Planning and Creative
Planning and implementing communications and marketing programs and projects for local and national clients, Developing strategies, tactics, concepts and creative solutions. Providing design, content and production for collateral materials, sales promotion, print, branded promotional products, direct marketing, public relations and broadcast.
- Clarke Livingston Advertising – EVP Partner
- Associates & Larranaga Marketing – VP Account Services
- ITT Consumer Financial Corporation – Director of Advertising
- Investors Diversified Services (IDS) – Nat'l Co-op Advertising Supervisor

Experience

Advertising

- Direct marketing planning
- Budget accountability
- Promotional materials
- Creativity that yielded top scores
- Strategic thinking
- Branding
- Co-op advertising
- New business development
- Branded promotional products
 - > Extensive experience in direct marketing, planning and organization, creative development, lists selections, implementation and evaluation of results.
 - > Responsible for a \$2.5M advertising budget that included print, direct marketing, PR, broadcast, sales force incentive programs and sales promotion.
 - > Responsible for all marketing communications and promotional materials for 256 branch offices.
 - > Developed top readership magazine ads for a Fortune 100 company.
 - > Developed positioning strategy for a major national public relations program.
 - > Supervised national co-op advertising program and the development of promotional materials, compliance to NASD legal regulations and authorization of co-op disbursements to participants.

Marketing

- National direct marketing
- Marketing concepts
- New packaging
- Product launch
- Research
 - > Development of a national direct marketing program that was co-op'd to field sales.
 - > Developed a unique plain language loan program that successfully sold loans by mail.
 - > Supervised the brand repositioning and package design for a footwear manufacturer.
 - > Planned and implemented a new product launch. Included research, business plan, promotion, sales reps selection and manufacturing coordination.
 - > Setup and organized the ad department of an industrial distributor, and a microcomputer manufacturer.
 - > Implemented primary and secondary research. Worked with research department to select and utilize focus groups to analyze promotional appeals.

Public relations

- National program
- News releases, stories, articles
- Partnering
 - > Developed and supervised the implementation of a highly successful national PR program for a major engine manufacturer. The campaign objective was to inform and educate the boating public about the dangers of CO poisoning. The target audiences were consumer and trade. The 1 1/2 year campaign used print, radio and TV, direct mail, feature stores, news releases, pamphlets, stickers and a partnering arrangement with the U.S. Coast Guard Auxiliary.
 - > Organized media events, sales meetings and seminars.
 - > Produced news releases, developed PR mailing lists and interacted with media representatives.

Education

- University of Minnesota, Metropolitan State University, B.A. Advertising/Marketing
- American Association of Advertising Agencies (AAAA) – Advanced advertising studies
- American Management Association – Marketing management curriculum

Industry experience by clients

HIGH TECH

Computers:

- Apple • Centron • Learn PC
- World Data Products
- Integrity Global Solutions

Fiber Optics:

- Optical Solutions

Technical:

- Alpha Video

Medical:

- Conmed • HealthCare Positioners
- Steris. • Hill Medical Products

Recruitment:

- Job Keys • techies.com

MANUFACTURING

Engines:

- Onan

Commercial &

Fabric Structures:

- Greystone Construction

Home and Building Controls:

- Honeywell • Trane

HVAC:

- Trane

Measurement:

- Lion Precision

FINANCIAL

Banks:

- First Bank St. Paul
- Bank of New Richmond
- Highland Bank

Credit Unions:

- NWA Credit Union

Insurance:

- American Hardware
- ITT Insurance

Investments:

- IDS

Thriffs:

- ITT Consumer Finance

Trusts:

- First Trust St. Paul

SHELTER

Builders:

- McNulty Homes

Condominiums:

- Lanvesco
- West Oaks
- Eagle Point

Real Estate:

- J & B Reality
- MarketLink Reality

CONSUMER

Food:

- Miner's [Super I Foods]
- Pillsbury [Haagen Dazs]

Footwear:

- Itasca Boots

Gardening:

- Heartland Gardens

Home Centers:

- Lamperts Lumber

Hospitality:

- Marriott City Center
- Marriott Bloomington
- Marriott Minnetonka

Managed Care:

- Mount Olivet Rolling Acres
- Tealwood [Nursing Homes]

Non-Profit:

- Bloomington Optimist Club