

**Summary**

My career objective is to be an integral part of a dynamic marketing team at a great company and make measurable contributions to its success. I have a highly diverse set of business skills ranging from management and operations to marketing and advertising. I have ideated and executed fully-integrated campaigns involving broadcast, print, out-of-home, experiential, and digital mediums. I'm an experienced leader and manager but make a productive team member at any level. I have advanced written and verbal communication skills and thrive on clarity. I'm a creative, yet analytic problem solver and know how to make positive contributions to any business initiative. My approach to work is focused and energetic. I've been an early-adopter and advanced user of technology my entire career. I continue to be intellectually curious and am pursuing a business degree to add to my life experience.

**Work History****Vice President Marketing** - Construction Depot, Inc., Norcross, GA - March 2012 to February 2018

*Responsibilities* - Business growth, key-account management, marketing, operations, forecasting, budgeting, project management, purchasing, and technology initiatives for a general contracting firm specializing in renovation for national multifamily REITs/asset owner clients.

*Key Accomplishments* - Managed division that performed renovations for national single-family asset portfolio managers with teams in GA, FL, TN, TX, IL and CA. Developed tablet-based app for real-time estimating, decreasing deployment time by 86%, and leading to faster market-ready renovations.

**Advertising & Marketing Director** - Ashley Furniture HomeStore, Greenville, NC - December 2009 to March 2012

*Responsibilities* - Directed advertising, marketing, and merchandising efforts for multi-unit Ashley Furniture HomeStore franchisee in North Carolina. Created and executed fully-integrated campaigns to drive key metrics including, budgeting, reporting, purchasing, broadcast, print, outdoor, direct response, circulars, email, social media, events and charitable organization benefits.

*Key Accomplishments* - Implemented and maintained daily KPI tracking system. Reduced overall advertising costs while increasing traffic. Increased sell-through and average ticket of floored goods. Contributed to double-digit YOY sales increases.

**Partner/Co-Creative Director** - F Space Advertising Agency, Aliso Viejo, CA - April 1991 to May 2009

Founding partner, lead strategist and co-creative director for fully-integrated advertising and marketing creative firm.

*Clients included* - Yamaha Motorsports, El Portal Stores, Farmer Bros Coffee, Rickenbacker Guitars, Celestron, Rodenstock USA, Ingram Micro, Allergan Pharmaceuticals, StarBase, El Torito Restaurants, Persol Sunglasses, Grating Pacific Manufacturing.

*Key Accomplishments* - Designed and produced in-store, dealer display system for the Yamaha Motor Corporation Star® Motorcycles brand. The system delivered a strongly branded, 'store-within-a-store' user experience for Yamaha's national, multi-line dealer network.

**Vice President of Client Services** - Hopkins & Associates, Inc. Advertising, Fountain Valley, CA - July 1983 to March 1991

Apprenticeship in overall advertising agency business. Advanced from graphic designer to Vice President of Client Services during my tenure. Clients included Toyota, Hilton Hotel Corp, James Hardie Building Products, Humana Hospitals, Weslock, CoastVision, Optical Radiation Corporation.

**Education**

Kennesaw State University

Currently pursuing Bachelors of Business Administration-Marketing degree through Cole's College of Business at KSU.

*Honors* - President's List Fall Semester 2017. Maintaining a 4.0 GPA.

**Advanced User**

Adobe Creative Suite (Illustrator, Photoshop, and InDesign)

Microsoft Office (Outlook, Word, Excel, and PowerPoint)

SalesForce

Teamwork PM

Basecamp

Constant Contact

DropBox

Microsoft Project

Portfolio may be viewed at <https://www.methodmarketinggroup.com>

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