

**Marketing and Communications Direction**  
**Advertising and Promotions Planning**  
**Brand Management**  
**Sales and Technical Materials Development**  
**Copywriting and Graphic Design Capabilities**

With more than 17 years of marketing savvy, creative flair, analytical acumen, and mechanical aptitude, I provide an uncommon combination of right- and left-brained talents. Having played many marketing and communications roles, I offer comprehensive firsthand knowledge...from advertising planning to promotional materials development to corporate profit and loss. I have successfully developed new identities, strengthened existing brands, and achieved sales records through promotional efforts. An unassuming, enthusiastic personality helps me effectively integrate marketing objectives and foster consensus among diverse groups. Hands-on, resourceful, and persistent, I receive great satisfaction by attaining more from budgets than expected.

While I most recently served as vice president of marketing for a financial institution, my most noteworthy experience was obtained during ten years of employment with VERSA-LOK Retaining Wall Systems. This international building-products corporation licensed production and sales of its proprietary product lines. Similar to other specified construction materials, a significant portion of marketing efforts were directed toward professionals like architects, landscape architects, engineers, contractors, and public agency officials. Concurrently, I also served as vice president of marketing for three regional companies. These businesses included premium design and installation services, retail building-product supply stores, and a manufacturing operation. Companies each had unique brands, promotional programs, and audiences.

**Vice President of Marketing, 2005–2007** *(presently serving as a marketing consultant)*  
**The RiverBank • Wyoming, Minnesota**

Provided rebranding and marketing direction for seven bank locations and five departments including consumer banking, insurance, investments, mortgage, and commercial services. Included two separate banking charters with combined assets of more than \$400 million.

Developed all grand opening activities, publicity, and promotions for a new bank location. Special events targeted several audiences including commuters, kids, seniors, and community business members. New deposits during this grand opening exceeded \$4,000,000—a bank record which surpassed the 12-month deposit goal before the third week of operation.

Implemented a new kids savings club program. Featured fun characters, each with a special message about the benefits of saving money. Included promotional literature, coloring books, many imprinted items, savings incentives, a mascot costume, a parade float, lobby displays, and a trade show booth.

**Vice President of Marketing, 2003–2005 • Marketing and Creative Manager, 1993–2000**  
**VERSA-LOK Retaining Wall Systems and three other regional companies • Oakdale, Minnesota**

Successfully built an eight-member, in-house, creative team including project coordination, writing, graphic design, and interactive design talents. Provided management and creative direction for all promotional materials, technical documentation, photography, publicity, and website development. Annual marketing budgets exceeded \$1,000,000.

Developed, scheduled, and purchased national advertising. Advertising targeted consumer, professional, and agency audiences. Through a creatively structured program and without budget modifications, increased sales leads from paid advertisements by more than 50 percent during the first year. Annual media purchases approached \$300,000.

Directed all corporate publicity and communications activities. Publicity included countless magazine articles, press releases, and television exposure. Provided editors and producers with accurate writing, photography, and technical assistance. Consequently, they frequently called for support and the company received considerably more press than the competition.

Directed development of a national advertising campaign that refuted the perception that all building products in the category were equal. In addition to advertising, this campaign included trade show exposure, direct marketing, and a national design contest. Promotions contributed to record sales in 2004 and 2005.

Served as a marketing resource to help manufacturers, distributors, and retailers with their local promotional efforts. Expanded a cooperative advertising program and developed a marketing support tool kit. The 12-disc kit included digital artwork, print ads, billboard advertising, television commercials, radio spots, in-store videos, online video clips, press releases, PDF literature, PowerPoint presentations, and vehicle graphics.

Directed production and provided technical supervision of installation DVDs for multiple building products. Each DVD featured professional narration and a detailed series of computer-generated animations. DVDs included alternate language options and collections of PDF technical literature. Project budget was approximately \$60,000.

Designed, implemented, and managed an in-house sales lead fulfillment and tracking system. Customized computer software efficiently provided inquirers with requested information, automatically distributed nationwide sales leads, monitored contact results, and provided reports to help analyze advertising effectiveness. The system processed more than 20,000 leads annually within 24 hours of receipt.

***Villa Landscapes • Oakdale, Burnsville, and Maple Grove, Minnesota***

Directed creation of sales materials, a website, and a new advertising strategy for premium landscape design and installation services. Also implemented a successful program to improve customer retention and referrals. After several years of mediocre growth, Villa Landscapes experienced annual gains of approximately 45 percent in the two years immediately following rebranding.

***Patio Town Landscaping Centers • Oakdale, Burnsville, and Maple Grove, Minnesota***

Developed a new advertising and promotional program to maximize publicity and boost store traffic. Ineffective advertising dollars were redirected, in part, to television—a first for the company. Based on significant survey data, the self-produced commercials quickly became the most cost-effective means of attracting new customers. Additional promotional elements included cooperative campaigns with complementary businesses to help leverage a modest budget.

***Willow Creek Concrete Products • Kimball, Minnesota***

Created a brand, sales tools, technical literature, an extensive website, and dealer support materials for a new line of paving stone products. First-year sales exceeded expectations to the extent that sales efforts were moderated to avoid supply problems.

**Marketing Consultant, 2000–2003**

**Ballyhoo Marketing and Design • Osceola, Wisconsin**

With a downtown community office, helped several clients with their marketing and communications efforts. Provided all account management and creative services. Successfully negotiated annual retainer agreements guaranteeing total billable hours exceeding a full-time workload.

As a consultant, served as an interim manager for the local chamber of commerce. To foster relationships between downtown and industrial park businesses, initiated a successful food and music celebration. Also implemented a nationally sanctioned racing event. The event included development of a Racer Rewards program which furnished business-sponsored car kits for children to build and race. Provided complete organization, promotion, and solicitation to the business community for both events.

Developed an identity and architectural features for charitable gourmet coffee cafés inside offices of a regional financial institution. Donations for café fare benefited local youth organizations. Monthly proceeds routinely exceeded \$1,500 in several communities.

Served as a board member and provided consultative marketing services for a nonprofit medical center. Created a new identity and communications materials for their community health foundation, which successfully raised donations to initiate construction of a \$22-million health campus.

**Bachelor of Arts in Management, 1989**

**Minors in Writing and Economics**

**Hamline University • St. Paul, Minnesota**