

Experiential Marketing Executive

Engagement > Strategy & Execution > Creative Development > Relationship Management

A dynamic, results-generating marketing executive who has built a career by developing and producing unique, powerful campaigns which deliver magical customer experiences, strengthen brands, and drive breakthrough business results. Deliver proven strategies and solutions in one of the world's most demanding industries by imparting a sense of urgency to team members and leveraging impeccable business instincts, work ethic, and a fountain of creative energy. State-of-the-art understanding of the concepts, principles, practices and technologies of world class marketing. Offering the strategic vision of a senior executive, the creativity of a marketing professional, and the optimistic, solution-focused, growth-oriented heart of an entrepreneur. Exceptional creative thinking skills, as evidenced by significant additional career success in video/film production.

| | | |
|--|-----------------------------|----------------------------|
| Marketing & Advertising | Building Brands | Multi-Media Communications |
| Executive Collaboration | Budget Management | Best Practices |
| Delivering Results | Event Promotion | Innovation |
| Strategy Development | Stakeholder Communication | ROI Analysis/Delivery |
| Agency+Vendor Management | Experiential & Event Design | Social Media Strategy |
| MS Office Suite; Sales Force; Sugar; Interactive Technology; Audio/Visual Technology | | |

Professional Experience

Tzzzzz ZTTTTT – City, State

20xx – Present

Industry leading, full service Tradeshow, Event, and Experiential Marketing Solutions Agency

Vice President of Event Innovation (20xx – Present)

Executive Director, Event Innovation – XXXX Group Events (20xx – 20xx)

Executive Director of Trade Show and Event Operations – XXXX Events (20xx – 20xx)

Direct the 12-person staff of this marketing firm in all aspects of key account relationship management, focused on tailoring and delivering the unique vision each client has for a specific event. Key contributor to the firm's success by managing and growing the relationship with PxxxxCo, the company's largest account.

The company delivers "the ultimate brand experience," working with clients/brands across multiple industries, including: Gxxxxx, Trrrrrr, Fxxxxx, Sttttt, the PXX, and Bfffff Www Www. Services include: Creative & Marketing, Tradeshow & Events, Retail Theater, Digital Strategy & Execution, and Grassroots Marketing.

Work with executives and professionals from multiple functions across client organizations and vendors throughout the entire "concept-to-launch" cycle. In consultation with clients, conceive breakthrough concepts and propose cutting-edge exhibit design and technologies to support branding, sales strategies, and objectives. Lead creative teams in crafting fresh, effective content. Manage on-site event teams at domestic and international sites, operating under intense deadline, quality, and budgetary pressure.

Highlights

- **Progression and Contribution** – Second company hire, working with the founder at his home. Helped the company double annual revenue within first two years. During first years the company handled approximately ten events annually. Today that numbers stands between 50 and 100. Continually accepted assignments and challenges to meet the needs of this dynamic company.
- **Converting PepsiCo from Event Client to Strategic Account** – Early in career became the public face of the company to PxxxxCo. Landed an international exposition, a very prestigious piece of business. Pushed and led our teams to new levels of creativity and effectiveness. Within a year, XXX Group Events became one of only two trade show providers globally for PepsiCo. This led to being assigned to the most prestigious trade shows PxxxxCo had to offer.
- **Expanding the Relationship** – In 20xx and 20xx took the PxxxxCo relationship to a new level, managing three extremely high profile events, including the management of a secret meeting. Served as point person for PxxxxCo as RRR Events helped host PxxxxCo's largest customer/partners and design unique sets. In 20xx, XXX Group so successfully produced its first international meeting for PxxxxCo, it subsequently produced dozens of meetings and events in Europe, Asia, and the Middle East.
- **An Industry Leader** – Beginning in 2011, Tzzzzz ZTTTTT expanded its strategic offerings and began developing end-to-end marketing campaigns for clients. These projects included the disciplines of strategy development and execution, rebranding, product development, social media strategy, and video content production.

Professional Experience, continued

MMMMMMMM PRODUCTIONS – City, ST

20xx – Present

Independent film production company dedicated to telling great stories through film.

Partner

One of three individuals who conceived, planned, and created this independent film production company. Play a major role in every aspect of the business strategy, project planning, and execution.

- *From Concept to Project, "The History of Sierra On-Line" – Conceived the idea of doing the first and definitive feature-length documentary film about "Sierra On-Line", an industry-leading, revolutionary company which produced some of the most ground-breaking and cutting edge computer adventure games of all time. Sierra designers became legendary for their colorful characters and challenging feats. A classic technology success story, the business was "started on a kitchen table" and at its height achieved a \$1 billion market capitalization. Initial research led to the emergence of some of the key figures, and a company decision was made to proceed with the project.*

Education

Bachelor of Science, Marketing, XYZ UNIVERSITY – Fairfax, Virginia

Host of a Weekly Radio Program – XYZ Radio (College Radio Station)

Host of a Weekly Television Program – XYZ Public Access Television

President – American Marketing Association, Collegiate Chapter