

Objective

Find a marketing executive management position where my 20 plus years of creative, advertising, marketing, leadership, and business experience will add value. I am seeking a senior position with a company that is focused on gaining market share, building brand awareness and increasing sales.

Professional Experience

A little prologue about my current employer; Emerson Industrial Automation Drives & Motors a leading manufacturer of motor and controls (AC, DC and Servo drives and motors) for the Industrial, Process and HVACR markets. The organization has decades of expertise in motion and machine control.

Our Emerson Industrial Automation organization consists of Control Techniques (Drives & Motors) and Leroy-Somer (Motors & Drives) (\$1B) is an Emerson business. The parent company Emerson Electric Co. is a \$24.5 Billion dollar company. AMEX: EMR

2005–Present Emerson Industrial Automation USA, LLC Minneapolis, MN

Marketing Communications Manager – Responsible for the Americas.

- Contribute to the overall strategic planning of the business with executive team. Responsible for the marketing budget and tactical execution of the strategies it outlines for: Canada, USA, Latin America and the Caribbean. Marketing/sales support for our Industrial, HVACR and Process sales initiatives.
- Manage – lead marketing communications team consisting of communication specialists, writers, designers, Internet analysts and Webmasters.
- Work collaboratively with product management, application engineers and our sales team which includes both internal sales and channel partners.
- Manage offshore and outsource resources as needed. Including remote team members in the Philippines (Manila) and Romania (Cluj) and as needed select & oversee external resources (agency/vendor) for services including; design, SEO, advertising, print, public relations and video production.
- Communicate and share ideas regularly with my counterparts in the United Kingdom and support other global marketing efforts outside of the Americas as needed. This includes monthly global marketing team videoconferences as well as keeping in touch with Emerson corporate marketing initiatives.
- Increase lead generation and web site traffic through Magazine display Advertising (QR Codes), SEO tactics, gained top rankings in selected keywords. Implemented Google “Adwords” campaigns to target specific audiences/keywords.
- Participate as part of our global team in specifying and guiding the development of all our website properties including public, secure channel partner Internet websites and Intranet sites.

2002–2005 Video Age, Inc. (Video Preview) Minneapolis, MN

Art Director – Direct Mail & Web Site Management.

- Manage, concept, design, and production of multiple direct mail catalogs and stand alone marketing pieces. Mailing over 3 million mail pieces monthly.
- Responsible for new product campaign development.
- Increased sales through Internet, email, and direct mail marketing.
- Direct interface design, FLASH & HTML for e-commerce web sites.
- Manage & maintain three e-commerce web sites.
- Tack sales and inventory of current e-commerce and catalog offerings rotating in new offers as needed.
- Managed 4 internal and external creative team members.

1995–2002 Quantum Graphix, Inc. Eden Prairie, MN

Creative Director – Corporate Print & Web Design.

- Hiring and management of internal and external creative team members, creative direction, design concepts and project leadership for all projects.
- Oversee all daily operations, sales, production schedules, deadlines & budgets.
- Lead sales and marketing efforts, acquired new business.
- Created and maintained client relationships with senior level clients.
- Developed project estimates for all creative services

1990–1995 Mediatrend Communications Eden Prairie, MN

Art Director – Corporate Print, Video & Interactive Design.

- Art Direction of all interface design, graphic treatments and layouts Corporate Training, Marketing & Sales projects for all media Video, Print. & Interactive.
- Manage internal, external creative design resources for multiple projects.
- Main contact to senior level clients through the production process.
- Participated in project pitches, presentations and kick-off meetings.
- Worked closely with the account executives and owner in planning sales and marketing strategies.
- Developed project estimates and proposals for all creative services.
- Managed photo shoots and external print resources including press checks.

Education

1990 CG - School of Communication Arts, Mpls, MN - Computer Animation
1981 BA - Minnesota State University, Moorhead, MN - Studio/Fine Art