



**Strategy ■ Copywriting ■ Graphic Design ■ Web Development**

An experienced marketer with multi-discipline skills who produces:

- ▶ On target **strategy**
- ▶ High-caliber **concepts**
- ▶ Crisp **copywriting**
- ▶ Storytelling **imagery**
- ▶ Impactful **graphic design**
- ▶ **Innovation** of resources
- ▶ **Cost-saving** production
- ▶ Engaging **Websites**
- ▶ Measureable **results**

**Start-to-finish**, hands-on marketing materials producer with a proven track record of devising, building and implementing effective promotional campaigns in both B-to-B and B-to-C environments.

**Creative solutions innovator**, who enjoys collaborating with stakeholders to achieve superior outcomes. Self-motivated and demonstrates a flair for devising marketing program improvements that result in reduced production costs and increasing return on investment.

**Illustrative Achievements**

**Devised & produced** marketing initiatives that supported 4% year-to-year increases in plan membership that resulted in an additional \$10 MM of revenue for Willamette Dental.

**Directed** all aspects of creative development, production and placement of advertising campaigns for the *Harlem Globetrotters*. Campaigns resulted in double-digit increases in ticket sales and attendance throughout 120 local markets.

**Originated** a graphic expression of a Web address in print (in 2000) that has spread virally throughout the graphics community and has become a preferred format for thousands of graphic designers.

**Software Proficiency**

**Adobe CS2 thru CS4; InDesign, Photoshop, Illustrator, Dreamweaver, Flash, AfterEffects and Acrobat.** Can hand-code HTML, PHP, Java Script and CSS. Experienced with backend Web server management and developing with open-source Web applications for content management and e-commerce. Longtime user of **Microsoft Office Suite; Word, Excel, Outlook, Access and PowerPoint.** Contact management software experience includes *SalesForce, SalesLogix, ACT and Time/Chaos.*

**Professional Experience**

Presently

**Designer, Copywriter & Web Developer** as *Independent Contractor*, Beaverton, OR. Develop and implement Websites and social marketing campaigns. This includes innovating concepts for promotional image, writing content, developing graphics and programming frontend user interface. Source, build and configure Websites. Post Websites to external servers with integrated analytic reporting mechanisms. Promote client's Web presence in social media platforms, pay per click, search engine listings and e-commerce systems. Write and distribute news releases. Work includes materials development for; *Electric Powered Transport, Integrative Solar, Solar Edison, ZAP of New England, Atlantic Green Energy* and *Cornell Center Animal Hospital.*

- ▶ Web pages developed consistently appear in top organic listings of current dominant search engines.
- ▶ Online campaigns have continually met & exceeded client expectations.



2006 - 2008 **Marketing Communications Leader** for *Willamette Dental Group*, Hillsboro, OR.  
Primary copywriter and graphic designer for all marketing promotions and external communications for a Dental HMO serving 360,000 subscribers through regional offices in Oregon, Washington and Idaho. Devised concepts, wrote copy, developed graphics and managed production of materials for; direct mail, radio campaigns, product brochures, print advertisements, tradeshow representation and Internet/e-mail campaigns. Wrote and published new content to corporate Website.

- ▶ Devised new standards of brand representation, including messaging, images and graphics that are attributed to raising perceived value of products.
- ▶ Managed the production of 500,000 pieces of collateral per year.
- ▶ Conceived and built every aspect of direct marketing initiatives that supported 4% per year growth in health plan membership.

1999 - 2005 **Account Planner / Executive Manager** for *Parker Madison Marketing Studio*, Tempe, AZ.  
Spearheaded the development of unique marketing campaigns for clients of an advertising agency. Led strategy and creative direction for direct marketing and branding campaigns. Served as the primary liaison that built and maintained equitable relationships with clients. Acted as the catalyst for collaboration among stakeholders of projects. Managed creative and operations personnel. Produced award-winning concepts and wrote promotional copy. Contributed to increased agency revenues by winning new business and driving the on-time and on-budget delivery of materials and services.

- ▶ Conceived & directed B-to-B product launch promotions that assisted global manufacturer, *Cytec Engineered Materials*, achieve revenue growth from \$121 MM to \$424 MM in four years.
- ▶ Devised & led B-to-B direct marketing promotion that resulted in a 300% increase in attendance for *Arizona Technology Council* fundraising event.
- ▶ Directed all aspects of creative development, production and placement of B-to-C advertising campaigns for the *Harlem Globetrotters*. Campaigns resulted in double-digit increases in ticket sales and attendance throughout 120 local markets.

1998 - 1999 **Fulltime Graduate Student** at *Arizona State University - MBA Program*, Tempe, AZ.

1996 - 1998 **Account Manager** for *Sky Sites – Vivendi Transit Media*, Phoenix, AZ.  
Represented the business interests of this global leader of transit media for the entire public-spaces advertising program for both *Phoenix Sky Harbor Airport* and *Albuquerque Airport*, which consisted of nearly 500 billboard type displays. Managed fulfillment of advertising contracts. Directed multiple contractors that produced creative and maintained displays.

- ▶ In the first year, personal contributions built territory monthly occupancy rate from 54% to 92%, which drove a 147% increase in territory revenues.
- ▶ Pursued, acquired and serviced a local and national advertiser client base that included winning business from *Nissan, Hertz, Enterprise, Ritz-Carlton, Best Western, Samsung, Qwest, AmericaWest Airlines, Southwest Airlines, American Tourister* and *Hard Rock Café*, as well as many other local advertisers.

### Education

**Masters of Business Administration** - MBA, *Arizona State University*.  
**Bachelor of Arts Degree** - BA, Cum Laude, *Ohio University*.

Representative work can be viewed at [www.StokesBright.com](http://www.StokesBright.com).