

MARKETING BRAND MANAGER - Stone Ward/Allison Agency

Little Rock, AR | 2004 – 2010

Headed marketing and advertising initiatives for multiple national franchise brands (retail brands with 100 corporate locations and 250 franchise stores.). Devised, implemented, and analyzed marketing and sales strategies to promote brand products.

- Introduced dynamic marketing programs, advertising, and brand strategies for local/regional/national clients; captured transformational turnarounds and significant business expansion.
- Worked closely with customers to determine appropriate marketing offerings and strategies for business needs.
- Led the marketing planning process, integrating a wide range of tactics, including print, broadcast, online, media, collateral, point-of-sale, employee engagement, public communications, and social media into a cohesive message.
- Planned and executed consumer research — quantitative and qualitative, including focus group moderation.
- Analyzed brand, product, and service research reports while providing clients with guidance and recommendations both to leverage positive results and to turn around negative results.
- Ensured the execution of marketing and communication initiatives by managing day-to-day activities of account executives.