

DIRECTOR OF CREATIVE SERVICES

15+ years of leadership achievements strengthening product visibility and driving strategic growth within start-up and high volume environments. Ability to manage entire print lifecycle including procurement process, production, budgeting and distribution. Ensure the highest level of editorial production value with a critical eye for color, detail and reproduction. Consistently monitor and meet schedules and cost requirements. Notable talent for providing innovative marketing initiatives and creative solutions that produce visually dynamic products and substantial bottom-line savings Repeated success in negotiating profitable vendor contracts. Possess outstanding communication and presentation abilities.

Core Competencies include:

- Multi-Media Marketing Campaigns
- Process Mapping & Analysis
- Rotogravure Printing Process
- Competitive Market Positioning
- New Business Development
- Recruit, Train & Manage Teams
- Account Management
- Cylinder Corrections & Proofing
- Client/Vendor Relations

Technology Profile: Google Analytics, MS Office Suite, MS Great Plains, QuickBooks, Salesforce.com

NOTABLE MARKETING & MANAGEMENT ACHIEVEMENTS

- ✓ **Negotiated favorable paper contracts** despite tight market conditions, resulting in savings of \$4M for paper projects and cost reductions of \$2.7M annually for print contracts
- ✓ **Accountable for the budgeting and forecasting** of \$90 M in annual expenditures
- ✓ **Developed production schedules** to manage 90 catalog drops per year; produced and distributed over 140M catalogs per year for B2C and B2B companies
- ✓ **Adopted new technologies that increased quality** and reduced both overtime and process cycle time by 16%
- ✓ **Achieved 30% cost reduction** through design and development of a new format for clearance catalogs
- ✓ **Founded and managed winning team** for the NH Creative Club's 2009 IRON DESIGN competition

RELEVANT PROFESSIONAL EXPERIENCE

Vice President of Sales & Marketing

Fiberkraft, Inc. - Londonderry, NH

2010-2011

Recruited by regional print supply company for talents in strategic planning, account management, creative development, campaign management, direct response media and leadership capabilities. Immediately impacted brand recognition by incorporating emerging technology and social media tools into marketing efforts. Manage full spectrum of marketing activities and multi-million dollar annual sales.

- Developed two highly successful print campaigns that reached over 2,000 prospective clients
- Boosted sales by \$40K and secured 20 new clients within a two month time period
- Effectively manage up to 600 accounts and continuously drive incremental sales within new product lines
- Transformed underutilized website and enhanced corporate visibility through development of keyword list and implementation of SEO program
- Introduced social media initiatives, inbound marketing techniques and company's first outbound email program
- Evaluate success of marketing communications through metrics and analysis; cleaned and appended data for use in targeted email marketing campaigns
- Deliver cutting-edge design solutions and visual directions for marketing and branding efforts
- Advocate best practices and integration of new industry trends and opportunities to increase sales and online branding

Founder & President

The Trecuori Group- Amherst, NH

2009-2010

Conceived and established start-up company to provide E-commerce business solutions including SEO, web design, email append, data hygiene, NCOA, demographic data, email deployment, list brokerage and web development.

- Executed full range of core business initiatives including: devising business plans, managing fiscal budgets, accounts payable/receivable, developing marketing strategies, launching new products/services and driving new key accounts
- Leveraged limited resources into high impact results through technical know-how and strategic partnerships with vendors
- Consulted extensively with clients to assess needs and provided expert recommendations to drive sales and revenue; secured clients within the first 90 days of business
- Designed, launched and maintained interactive website to promote business, provide two-way communicative marketing and establish a credible corporate brand identity - www.trecuorigroup.com

Ecommerce Sales Executive/ Account Manager

Millard Group- Peterborough, NH

2006-2009

Developed and implemented business strategies to increase product awareness, market share and company profitability. Functioned as both broker and manager for sales of email deployment, lead generation and acquisition solutions to direct marketers and publishing companies. Initially hired for insert media group but rapidly transitioned to e-commerce group.

- Created a new post-transactional revenue source through an online display advertisement called "webser" resulting in additional revenue stream for online merchants
- Partnered with Marketing teams to determine content of inserts to support sales goals
- Oversaw 80 different programs to generate client revenue; analyzed real-time E-commerce sales and traffic data to predict trends and future growth opportunities
- Prospected new clients for E-Commerce group by cross-selling to traditional list management clients and developing leads

Director of Advertising Services

PC Connection, Inc. - Merrimack, NH

1998-2001

Oversaw \$30M budget, hired and supervised up to 20 member teams from Production, Traffic and Copy groups. Created budget forecasts for Marketing and the CFO. Managed all catalog projects from start to finish including assisting with color proofing and on-press color correction.

- Aggressively sourced new vendors and successfully negotiated print and paper contracts to achieve a combined cost savings of \$4.5 M
- Devised revisions to traffic process that reduced cycle time and external expenses, improved accuracy and allowed management increased flexibility to set late-breaking pricing on time sensitive products

Senior Manager

Newport News/ Spiegel- New York, NY

1988-1998

Forecasted and budgeted \$90M for paper, printing and postage. Directed entire production process for 140 million catalogs annually. Led Traffic, Production and Creative Services teams to deliver high quality products with time sensitive deadlines.

- Secured \$6M in savings through renegotiation of paper and print contracts, increasing available capital for merchandise purchases
- Saved \$165K on ink purchases through implementation of grey component replacement (GCR) program

ADDITIONAL EXPERIENCE

Certified Porsche Sales Consultant

New England Performance Group- Nashua, NH

2004-2006

National Accounts Manager

Stora Enso North America- Stamford, CT

2001-2003

EDUCATION

Bachelor of Science in Business Administration with Marketing Major ▪ Bryant University ▪ Smithfield, RI