

CONTRACTOR SEEKING A TEMP TO PERM OR FT POSITION

Marketing Planning comprehensive marketing & promotion plans • new business & product/service launch planning

Direct Mail & Advertising project/production management • copywriting • project concepting • collateral & content development

Creative Online Solutions website content development • website makeover creative direction • online promotions & PR

PR press release development & distribution • press list development

Business Systems creative brainstorming • streamlining internal company systems & policies development

STRENGTHS

- Identifying target markets and developing marketing strategies to improve company exposure, build customer files and increase sales.
- Providing cost-effective, practical solutions to market consumer products and services based on budgets, sales goals and competitors.
- Translating customer or client needs into features for new products and services.
- Writing targeted direct response marketing copy that sells products and services.
- Managing day-to-day schedules, production team, workflow, budgets, approvals and vendors to ensure deadlines are met.
- Organizing, prioritizing and executing multiple projects simultaneously.
- Knowledgeable in printing, product sourcing and manufacturing in Asia.
- Skilled at identifying viable PR opportunities to increase company visibility and build credibility.

PROJECT EXPERIENCE

catalogs • magazines • websites • direct mail • online & print advertising • product packaging • events & trade shows • media buying
retail graphics & point-of-purchase displays • infomercials/home shopping TV • location & studio photo shoots • public relations

PROFESSIONAL EXPERIENCE

Creative Marketing Contractor, 1999–current

partial client list

redEnvelope, San Francisco, CA

Developed and presented a comprehensive catalog budget, time line and systems manual to the Board for the catalog launch.

Entertainment, Inc. and Sally Foster Catalog, Detroit, CA

Wrote copy for various projects (catalogs, brochures, emails) for the purpose of selling product and obtaining new customers.

Jolie World, Inc., Richmond, CA

Manufactured a consumer product and developed and executed the sales & marketing strategies, creative materials, eCommerce site, PR, in-store displays, packaging and trade show initiatives.

Dosho Design, Inc., Albany, CA

Developed marketing plans to introduce proprietary products to the market through TV, online initiatives, direct mail and PR.

Vara Healing Arts, Albany, CA

Created a multi-purpose collateral package to increase appointments and class attendance and promote community awareness.

FinFine Restaurant, Berkeley, CA

Developed a marketing plan of targeted direct mailers to increase business on specific days & pitched local media for news coverage.

Sharp Events, San Francisco, CA

Managed nationwide corporate employee events, business meetings/seminars and special programs.

partial agency client list

San Francisco Goodby-Silverstein, Pensé Design, FRANKEL Advertising, Publicis Technology, Gardner, Geary, Coll & Young

San Diego Warner Design Associates, Custom Publishing Group, Mires+Ball

Services: marketing, account management, project management & print production management

Director of Creative Services, *The Sharper Image Corporation, San Francisco, CA, 1994–1999*

Managed a multi-million dollar annual budget and team of 18 (plus freelancers) for three catalog titles (20 catalogs annually), all direct mail campaigns, ads, retail graphics (120 store locations), product packaging, six international license partners and numerous internal projects.

Catalog and Advertising Director, *Road Runner Sports, Inc., San Diego, CA, 1990–1994*

Managed a team of six (plus freelancers) and the marketing ad budget for three catalog titles (11 catalogs annually) as well as the monthly print ad schedule and direct mail campaigns.

ACCOMPLISHMENTS & AWARDS

United States Patent Holder – Consumer Fitness Product, 2006

Project Director – Direct Marketing Association Catalog of the Year Award, 2003

Project Director – Direct Marketing Association Gold Award, 2003

College Instructor/Graphic Design Department – FIDM, 2000–2002

Honorary Judge/Point-of-Purchase Show – San Francisco Ad Club, 1999–2001

Guest Speaker – Direct Marketing Association Annual Conference, 1995–1997

jodie
harrington

creative
marketing &
project
management
girl

