

summary

Detail-oriented, innovative **Marketing Professional** with focused experience in product/solutions marketing, collateral, copywriting, editing, lead-generation campaigns, website content, customer and sales communications, advertising, market research and brand management. Proven and recognized abilities in project management and coordination, organization, oral/written communications, creativity, and planning.

accomplishments

- Developed and launched a customer email campaign that successfully achieved a 16% website video link response/click rate (industry avg. 2.73%)
- Developed and launched a new product release customer direct-mail campaign that successfully achieved a 20% customer response rate (industry avg. 2-5%)
- Developed and launched a product-specific sales campaign generating over \$750k in sales
- Developed and released product-specific web ads and videos and print ads that supported the sales effort resulting in over \$220k in sales
- Recognized for excellence in development of an automotive retailer Product Commercial and Marketing Idea Challenge Projects
- Awarded the Annual Citation for Sales Excellence twice for generating 330% and 750% respectively over planned revenue for additional training services
- Awarded the Outstanding Revenue Achievement award for generating 270% over planned revenue for additional training services

professional experience

Seebach Creative Services Brookville, OH Jan. 2009 - Present

Your Source for Graphic Design, Production, and Marketing Services!
Affordable. Creative. Quality.

Freelance Marketing Specialist/Business Partner

- Copywriting, Editing, Proofreading
- Marketing Plan Development and Implementation
- Customer Testimonials
- Customer Communications
- Lead Generation Campaigns
- Website Content Development
- Business Manager/Bookkeeper
- New Business Development

The Reynolds and Reynolds Company Dayton, OH April 1999 - Nov. 2008

One of the automotive industry's largest providers of automobile dealership software, services, and forms. Recognized leader in customer satisfaction.

Marketing Professional III

Oct. 2006 - Nov. 2008

- Promoted by Senior Marketing Director
- Successfully managed the marketing of Ten automotive retailing products throughout the life cycle from concept through product release and ongoing management for the U.S. and Canadian markets

professional
experience
(continued)

- Created, deployed and maintained effective customer-facing tools and communications that drove business results, including brochures, flyers, presentations, print advertisements, web ads/videos, announcement letters, product end-of-life letters, etc.
- Developed and implemented quarterly/annual customer lead-generation campaigns and sales incentive programs to achieve business/product objectives
- Successfully developed and released five high-impact one-page print advertisements and five-minute videos featuring customer testimonials
- Facilitated, organized and participated in Industry Trade Shows (i.e. NADA)
- Maintained and managed content for internal and external website pages
- Organized and managed collateral fulfillment processes such as, project approvals, print estimates, budget approvals, print requests, print proof reviews, mailing specifications and logistics, etc.
- Facilitated and organized media schedule and content for Industry publication communications/articles (i.e. Mopar Masters Guild, Fixed Ops Magazine, etc.)
- Created, deployed, and maintained effective sales facing tools, including sales documentation, training, talk-tracks, demo videos, and information articles
- Facilitated and organized automotive manufacturer endorsements and press releases

Marketing Professional II

Nov. 2004 - Oct. 2006

- Recruited by Marketing Director to join marketing department
- Successfully managed the marketing of Four automotive retailing products throughout the life cycle from concept through product release and ongoing management for the U.S. market
- Created, deployed and maintained effective customer-facing tools and communications that drove business results, including brochures, flyers, presentations, announcement letters, product end-of-life letters, etc.
- Developed, coordinated, managed and launched national User Group customer meetings
- Created, deployed, and maintained effective sales facing tools, including sales documentation, training, talk-tracks, demo videos, and information articles

Software Support Specialist

April 1999 - Nov. 2004

- Successfully solved computer and business application customer issues through remote diagnostics, direction and problem-solving
- Created product support help documentation and tools
- Successfully and consistently penetrated customer accounts with additional training services via telephone consultations

education

Masters of Business Administration (MBA)

Regis University, Denver, CO, May 2004

Bachelor of Arts (BA) in Business Administration

Saint Leo University, Tampa, FL, September 2001

Associates of Science (AS) in Business Administration

Sinclair Community College, Dayton, OH, June 1999

Professional Recommendations: www.linkedin.com/in/jcooperseebach

Portfolio Sampling: seebachcreativeservices.com/portfolio.html (Marketing Section)