



John Gregor - Resume

Summary: Having worked in marketing and marketing communications for nearly 20 years, I have multiple layers of experience in promoting and branding products and services within B2B and consumer markets. I have successfully created and executed integrated communications plans involving advertising, PR, literature development, media relations, trade shows, cross-promotions, website development and maintenance, online video, social media and SEO to name a few. To measure results, I have implemented metrics using landing pages to capture the response rates of ads and e-blasts. I have also developed databases to process subsequent leads and forward them to a network of sales representatives. To better understand the voice of the customer, I have conducted market research through surveys and small focus groups.

Education: Marquette University graduate 1993. BA - Advertising, Minor - Marketing. As of April 11th, 2012, earned certificate for Social Media for Business Program from UW-Waukesha.

Technical Experience: Versed in graphics software such as Photoshop, Illustrator, InDesign, Acrobat Professional and QuarkXPress. Proficient with Microsoft Office suite including Word, Excel, Access and PowerPoint. Have used Sugar web-based CRM package for marketing tracking purposes. Maintained website built upon Joomla open-source PHP platform and related components. Familiar with PC and Mac platforms.

Employment:

Dec. '00 to Mar. '11 – Desert Aire, Corp.: Filled the newly created position of marketing manager for a manufacturer of refrigeration-based industrial and commercial dehumidifiers.

- Wrote annual marketing plans with input from five regional sales managers.
- Established annual marketing budgets. Also monitored and adjusted rolling quarterly budgets to meet corporate goals.
- Developed concepts and wrote copy for all print and electronic ads. Planned and placed annual media schedule. Tracked leads and distributed to sales reps.
- Wrote and edited copy for collateral literature. Directed graphic artist in development of layouts.
- Maintained website content including downloadable promotional literature, rep sales tools on login page, video, customer online registrations, SEO, etc.
- Conducted all PR such as writing newsletters and product/press releases, case history development and editorial placement with trade publications.
- Coordinated trade shows including space acquisition, booth preparation, graphics development, securing onsite utilities and booth furnishings, shipping of materials, hotel reservations and organizing hospitality receptions.
- In '08, hired and managed a marketing assistant to help with above tasks.
- Member of BMA from '08-'10. Volunteered on Program Committee in '09.

May '97 to Dec. '00 – Share Corporation & Athea Laboratories: Hired as a copywriter for sister companies that manufacture and distribute industrial chemical products, e.g. cleaners, degreasers, herbicides, etc.

- Wrote all collateral literature including brochures, catalogs, sell sheets, flyers and newsletters.
- Previous agency experience enabled me to establish PR programs for both companies.
- January '99, promoted to Graphics Department Supervisor. Added duties included managing three employees, overseeing creative direction of literature, QC of printed labels and administrative duties.
- After marketing manager left in January '00, was assigned advertising responsibilities for Athea and Share - ad conceiving and media schedules.

May '95 to Sept. '96 – Ellingsen + Brady: Recruited by former employer from a prior internship to work at his newly formed B2B and consumer advertising/PR firm.

- Initially hired as a copywriter to write ads, brochures and press releases.
- Writing expanded to radio and TV ads. Successful radio campaign included holiday promotion of Scrub-a-Dub gift certificates. Generated greatest holiday sales over previous campaigns.
- Promoted to Account Executive within one year of hire. Became liaison for three clients. Given additional PR, media and employee management responsibilities.
- Handled all PR for a weightlifting belt manufacturer including writing and placement of product releases and case studies.
- As account executive for Polish Fest '96, executed all public relations, promotions, media purchases, co-op advertising, media relations and copywriting duties.



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