

**Jeffrey S. Dean**

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**OBJECTIVE**

To obtain a marketing management position where I can utilize my experience in market positioning, branding, internet marketing, creative direction, and development of sales channels

**EXPERTISE**

Website Design & Programming

Market Research, Competitive Intelligence

Media Buying, On & Offline Advertising

Email Marketing

Database Marketing

Rich Media & Application Development, Graphic Design

Relationship Management (CRM)

Strategic Planning & Account Management

Strong Analytical/Problem Solving and Planning Skills

Branding

Search Engine Marketing (SEO)

Website Analytics

Lead Generation

Creative Direction / Ad Development

**EXPERIENCE****Marketing Director**

Global Marketing Group / 1WorldMarket.com – West Islip, NY > 11/2001 – Present

- Create and oversee execution of the company's marketing strategy(s).
- Creating technical content and case studies for publication on our blog and other channels.
- Lead our internal and client SEO campaigns.
- Optimize our website(s) copy and positioning to target the right audience(s).
- Develop and execute an email marketing strategy including a calendar of campaigns
- Create email copy and creative for company and client campaigns
- Continuously improve email performance metrics via testing, best practice sharing, and impactful creative content
- Partner with sales to message test key offers, themes, campaign refinements and strategies based on results
- Analyze and interpret business trends, marketing performance, customer development and product sales.
- Optimize our on-growing database to enable micro-targeted strategies
- Test and execute various outbound Marketing campaigns to complement email activities and grow the yield of qualified leads from our growing database

**Product Marketing Manager**

Harte-Hanks - Technology Marketing Division - San Diego, CA > 04/2007 – 12/2008

Tasked with developing and managing all aspects of go-to-market strategies for selected Harte-Hanks database products that include:

- Defining market requirements to devise new products and revise existing products partnering with our client and prospect base, sales organization, and product management team
- Responsible and accountable for the coordinated management of multiple related projects directed toward strategic business and other organizational objectives
- Devising marketing campaigns around product/service offerings that promote Harte-Hanks products and demonstrate unique ability within the direct marketing space
- Tracked project deliveries using project management tools.
- Management of the company website and intranet site: <http://citdb.com/>
- Managed the operational, financial and technological aspects of projects based on time-lines and work plans.
- Creative director for all client email campaigns and company email marketing promotions
- Initiated a year-long project to create an in-house e-commerce processing platform to handle orders from different sources and to facilitate the creation of new offers that would all use a shared core to reduce development and testing time

**Marketing Program Manager**

Informative Research - Garden Grove, CA > 09/2005 – 10/2006

- Developed, presented and executed marketing plans for products and services that detail market segmentation, customer drivers, pricing, forecasts and support strategies
- Reported on project progress and communicated relevant information to superiors.
- Created trade show plans; including logistics, theme, collateral, staffing requirements, pre-show communication, post show follow-up, analysis, budget and provided management on-site
- Managed collateral needs of organization ensuring that effective layout and consistency of message existed between different pieces

- Analyzed the needs of the customer base and identify new product opportunities based on market demand and company direction. Provided regular quarterly updates to sales department outlining activities and opportunities
- Administered projects and comprehensive campaigns that targeted key initiatives or market segments which may have included general communications, advertising, direct mail, and custom elements
- Ensured that goals for assigned initiatives were regularly met and that regular follow-up reports were generated
- Managed Point of Touch Campaigns to ensure that customers and prospects received regular communications from Informative Research
- Developed and managed the corporate website: <http://www.informativeresearch.com/>

### **Trade Marketing Analyst / Internet Marketing Manager**

Borden Foods - Orange, CA > 2/1999 – 10/2001

- Analyzed marketing goals to ensure share of market and profitability of products
- Developed and recommended pricing strategy for the organization
- Analyzed profit/loss ratio and share of market performance in relation-specific trends within the industry and the economy
- Tracked and evaluated account distribution and ROI performance
- Developed effective account Category Management presentations
- Ran and analyze a monthly category/SKU quick review report, identifying top line issues and opportunities along with identifying further analysis needed to resolve issues or to capitalize on opportunities
- Internet marketing manager for the western region calling on e-grocers, attended all Internet conferences, website development counseling, editor of weekly industry newsletter and quarterly region newsletter
- I developed and managed the corporate site for Borden foods Pasta and Sauce Division. The company was sold off all divisions and is no longer in business.

### **Territory Sales Manager / Customer Category Manager**

Kraft Foods - Irvine, CA > 3/1997- 2/1999

- Influenced consumption of company products by leveraging mass, product quality, customer service and pricing
- Category Management duties included: Buyer calls, designing schematics, maintaining deductions, assisting in negotiations for advertising activities, follow through with accounts to assure ads were placed
- Maintained an authorization list and advising on holes to fill and strategic plans to authorize new items
- Managed a sales territory focusing on Albertson's/Max Foods and Ralph's/Food 4 Less accounts
- Maintained Kraft's share of shelf, negotiating for display space, new product authorizations, and promotion activities
- I was part of team that developed the initial Kraft Foods corporate website introducing the concept of offering recipes and coupons online for the first time.

### **Territory Sales Manager / Marketing Manager**

Benjamin Moore & Co. - Los Angeles/Orange County > 3/1995 – 1/1997

- Created West Coast presence for BM in the commercial marketplace
- Increased sales by more than 32% from prior years earnings equating to a growth of \$446,783
- Maintained over 610 commercial and industrial accounts as well as distribution outlets
- Assembled account teams of internal and external specialists on a project-by-project basis
- Created promotional programs for distributor sales
- Trained and motivated distributor sales force
- Evaluated existing processes and identified process gaps and opportunities for improvement. Formulated and evaluated alternative solutions to address process gaps and opportunities.
- Provided internal customers with relevant information to effectively manage the business and recommended process changes
- Designed print media campaigns and set media mix for direct mailings, newsprint and magazines
- Published newsletters and created steady stream of materials and collateral for sales staff and distributors

## **EDUCATION**

### **B.S Business Management May 1995**

Concentration in Human Resource Management - Minor in Computer Science  
State University of New York at Stony Brook, Stony Brook, New York

## **COMPUTER SKILLS**

**Business Software:** · Word , Excel, PowerPoint , Access, Outlook, File Maker Pro, People Soft, ACT, QuickBooks

**Graphic Design:** · Photoshop, Fireworks, Illustrator, PageMaker, Corel Draw, Freehand, Quark

**Operating Systems:** Windows, DOS, Linux, Unix, MacOS

**Web Design:** Flash, Director, Expressions, Dreamweaver, Premiere, Front Page, HTML, JAVA, CGI, SQL, ASP, PERL, PHP, JavaScript, SharePoint

**AFFILIATIONS – ASSOCIATIONS**

American Marketing Association

NYAMA | New York American Marketing Association

Business Marketing Association - a division of ANA | BMA

Mobile Marketing Association | MMA

Web Marketing Association

Internet Marketing Association: Digital Marketing

DMA - Direct Marketing Association - Data Driven Marketing