

donaldphillips

PROFESSIONAL PROFILE

High-energy and results-driven senior marketing expert with a focus in delivering effective and precise strategies and campaigns to drive differentiation and growth in fiercely competitive markets. Well-regarded for shedding the status quo to embrace fresh and exciting thinking. Well-versed in idea generation and connecting complex and disparate information into a distinct concept.

243.518.9076

dphillips@gmail.com

[LinkedIn Link](#)

Tacoma, Washington

KEY SKILLS

Client Engagement

Advertising Campaigns

eCommerce

Project Management

Design and Development

Statistical Analysis

WORK EXPERIENCE

Vice President, Marketing

Ethan Allen / Galena, IL / 2017 – Present

Built consumer marketing discipline from scratch, including social and content marketing, data analytics, CRM and marketing automation, brand building, retail strategy, and web/app development for a manufacturer of furniture for mobile homes, 5th wheels, travel trains, and marine craft.

- Drove consumer insights into the organization by introducing journey mapping, consumer personas, brand and trend tracking, social listening and Voice of Customer studies.
- Spearheaded conceiving, design, development and management of first in-store kiosk – an experiential shopping tool that largely replaced reams of out-of-date printed materials. Placed 125 kiosks in retailers across the country within six months after introduction.
- Led product development efforts based on data analytics, including first gaming chair and the introduction of the brand's first eCommerce product – a sofa-in-a-box concept launching on Wayfair in 2020.

Vice President, Client Engagement

Avelpro / Rockford, IL / 2013 – 2017

Provided full range of expertise in advertising campaigns for internationally recognized brands. Successfully pitched, landed and grew new accounts resulting in revenue growth, talent acquisition and business diversification.

- Partnered with Ethan Allen to evolve the brand and build deeper relationships with both retailers and consumers to include branding, messaging, two website redesigns, consumer journey mapping, an ERP implementation and DTC planning.
- Transformed account team roles and instituted new management processes in 2014 which led to the highest annual revenue in agency's ten-year history (+20% YoY).

EDUCATION

MBA

Northeastern University

Boston, MA

2006 – 2009

BA / Political Science

Pennsylvania State

University Park, PA

2004 – 2006

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TECHNICAL EXPERTISE

Graphic Design

Web Design

Adobe Photoshop

Adobe InDesign

HTML + CSS

ACHIEVEMENTS

Hudson Prize for Strategic Management

Awarded to graduate student offering best corporate analysis

Beta Honor Society

Elected and served as chapter VP

Volunteer Position

Chair of local March of Dimes 5k

Language Skills

Proficient in Spanish and English.

WORK EXPERIENCE CONT.

Vice President, Client Services

Sun Corp / Elgin, IL / 2012 – 2013

Delivered client support and account management for the global leader in patient engagement focused on connecting patients to science through emotionally impactful, action-oriented patient centric communications, research and initiatives.

- Main clients included Alkermes, Vertex, Pfizer, Aveo, Biogen and Vidara Therapeutics.
- Managed one-third of the business at the nation's leading Patient-to-Patient marketing company specialized in identifying, recruiting, training and deploying patients across marketing channels to deliver authentic stories about their personal journey.

Director, Client Services

Springfield Biomarketing / Springfield, IL/ 2001-2012

Served as one of five partners for a 50+ person healthcare agency. Led account team of eight in identifying the best solutions for rare market challenges combining customized client algorithms with unmatched science.

- Directed integrated patient and professional marketing efforts across a range of therapeutic areas including Type 1 and Type 2 Diabetes, hypophosphatemia, multiple sclerosis and hypothyroidism.
- Spearheaded over half of agency business for both clinical and corporate engagements. Built billings from \$2MM to over \$6MM from 2008 to 2011.
- Main clients included Genzyme, Tolerx, Together Rx Access, Novartis, Medtronic Diabetes and McKesson.
- Repeatedly demonstrated new business success. Led and won pitches for multiple Genzyme products – including Renvela, pre-launch efforts for alemtuzumab in MS, Seprafilm and Thyrogen

REFERENCES

NAME HERE

Position Title Here

Company Name

233 Address Location,

123.456.7890

emailaddress@gmail.com

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