

MARKETING PRO

WANTED: Seeking outside-the-box thinker. Must be willing to take a risk, able to look at old problems in a new way, have adventurous nature, and good creative instincts. Not just talk, must be able to prove in-depth marketing know-how from strategy to implementation. Only hyper-qualified candidates need apply.

*"It's not creative
unless the
sales-curve
goes up"*

- Rosser Reeves -

*"If you reach
for the stars,
you may not
quite grasp one,
but you won't
come up with
a handful of
mud either"*

- Leo Bennett -

Every company has a few people they'd like to clone. You know the kind. The ones who can do anything, and do it well—the first time. The ones who rise to any challenge and deliver—Don't you just detest those kind of people?

Well, here's one guy you'll love to hate. He's no prima donna, just a down-to-Earth guy, who's not afraid to take a risk for a reward. What he's looking for is simply a place where he can make a positive contribution.

The 10% you see here hides 90% of what I do: marketing strategy to implementation

Now, you might think by looking at all of this "eye-candy" that he's just a "creative-type." Not so. Marketing is a mix of business and the arts. Would you send a *business man* to manage *art*? Or an *artist* to manage a *business*?

What you see here is someone with formal *training and experience* in both *business and creative arts*. Someone who can harness the synergy between *business strategy and creative implementation*. All those "ands" add up to: "Business-wise creativity."

I suppose you could call him "an artist with an MBA" (yes, an artist with an MBA), but he's really more of a business marketer who happens to be good at communicating. The one thing you can be sure of is boundless creativity. And that's what marketing is all about.

"In the long run, creativity is the most important factor in determining the success of a company. Hire people who can look at old problems in a new way...the company that doesn't innovate is left behind."

Marketing is creativity. You need to be constantly reinventing yourself to stay in the lime-light, and keep your customer's attention. If you don't innovate, your competition will beat you to it. All this requires: Creativity, Creativity and more Creativity.

CREATIVE CREDENTIALS: BS in creative arts, ad agency experience, held positions as Creative Director, Copywriter, Art Director and Designer, received *Awards of Excellence*.

BUSINESS CREDENTIALS: MBA-marketing, corporate management experience, held positions as Marketing and Communications Manager, received *High-Readership Awards* and *President's Award*.

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portfolio and more

MARKETING, COMMUNICATIONS, PR, CREATIVE PROFESSIONAL

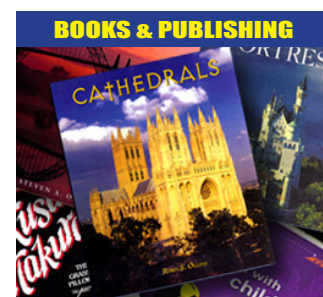
- More than 10 years managing all types of marketing programs: market segmentation and research, product positioning and launch, strategy to implementation, PR/advertising and media, print and web, direct mail, trade shows, sales support, Corp ID, etc.
- Experience in virtually every industry from high-tech and life-sciences, to cookies and ice cream
- Developed programs for all channels of distribution: OEM, direct sales, retail, distributor, resellers, SIs and catalogue
- Award-winning creativity with both adverting agency and corporate communications experience
- Well-rounded education includes a BS, MBA, and the world-wise experience of visiting more than 80 countries



The best laid plan can fall to pieces if the message and strategy get lost in the creative process. Above is a complex push-pull, multiple channel launch to distributors, VARs, SIs, SEs and end-users.



Distilling a product down to its essence and creating a compelling drama is what product positioning is all about. It's all about how to take a product and turn it into a hero that everyone can relate to.



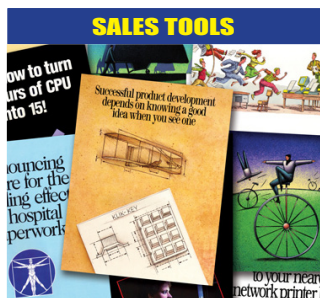
I've managed design and production of various catalogs and weekly publications and contributed to coffee table books like *Cathedrals* (above), which was distributed in stores like Barnes & Nobles and Borders.

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805-262-2546
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Business-wise creativity: Action word, 1. Harnessing the synergy between business strategy and creative implementation. 2. term used for highly-trained individual holding degrees in business and the creative arts, *example:* an artist with and MBA. 3. a person with unbridled creativity and good business sense, much sought after in the 21st century, but rarely found.
 Syn: Marketing Renaissance Man, do-it-all-marketeer.

PREVIOUS POSITIONS

Marketing Manager, Creative Director, 1999-2013, JD&C Inc. Nottingham NH
 Manager, Marketing Communications, 1995-1998, Hewlett Packard, Atalla Network Security Division, San Jose, CA
 Creative Director, Marketing Contractor, 1993-1995, ISE, Los Gatos, CA
 Manager, Attendee Marketing, 1992-1993, INTEROP, Ziff-Davis Publishing, Mountain View, CA
 MarCom Manager, 1991-1992, P-CAD, an IBM company, San Jose, CA



Whether it's web or print, it's still visual communication, and should be a "Salesperson in Print." If your company literature doesn't include all of your best sales pitches, it's not working hard enough.



Less glamorous, but highly effective are application stories, testimonials, white papers and the like. You have to like to roll up your sleeves, and dig in the dirt to get a good story.

Dispelling a few Popular Myths...

Myth #1: "He'll get bored"...Nope. I challenge myself. The key to marketing is finding the inherent drama in each product to "make the product the hero." That is never boring. The more uninteresting a product seems, the more it calls for super-creativity.

Myth #2: "He doesn't have experience in our industry"...This is the least important of all criteria. Innovation means change. Your industry will be different tomorrow than it is today. A can-do attitude trumps experience any day. Marketing skills are transferrable. More important: Is the person a quick-study?

Myth #3, #4 & #5: "He'll be too expensive"... Nope. I don't need a lot of money. I'm just looking for the market rate. "Our budget is too small for a big thinker"...A small budget demands greater creativity, plus, I'd rather outsmart the competition than outspend them anyway. No matter what size the budget, I'll watch every cent. "He won't stick around once the economy gets going"...Hey, as long as I get to be creative, I'm happy.

EDUCATION AND PROFESSIONAL ACKNOWLEDGEMENTS

- STARCH RESEARCH—*High Readership Awards*, MarCom and Media Management, various publications
- HEWLETT PACKARD, Atalla Network Security Division—*President's Award*, MarCom Management
- WADC—*Award of Excellence*, Advertising: Creative Direction, Copywriting, Art Direction, & Design
- BPAA (Business/Professional Advertising Association) —*Award of Excellence*, Print Advertising: Creative Direction, Copywriting, Art Direction and Design
- PRINT ANNUAL—*Award of Excellence*, CorpID, Art Direction and Corporate Design
- PUBLISHED BOOKS: *Cathedrals, Castles and Fortresses, Bridges*—Photography
- DIGITAL STOCK: *World Travel, International Landmarks and European Vacation*—Stock Photography
- National Geographic Society, *Traveller Magazine Award*—Photography
- *Travel with Children*, published by Lonely Planet—Contributing Writer
- Yacht *Windborne*, Navigated and Piloted Caribbean—Captain
- ZBA, Town of Nottingham, New Hampshire—Elected to Zoning Board of Adjustments
- Boy Scout Leader, baseball and soccer coach
- B.S. Visual Communications—SJSU • M.B.A. Marketing,—University of Phoenix

Web & Print
 Whether it's web or print communication, it's visual. You need an expert trained in visual communications to maximize success.



The best way to create a newsworthy story is to send a writer to talk to a writer. An editor isn't going to make things up. If you don't provide a story, don't expect to see one in print.



Although I don't often create logos these days, I have plenty of CorpID expertise. Among others, I did the Winchester Mystery House logo. It's nice to see various incarnations of it on billboards, heading north.



Good consumer packaging puts "a sales person in every box." You have 6-panels. Don't miss an opportunity to tell your consumer every reason why they should pick your product.

Resume: www.jordan-works.com/resumeMC2pg.pdf
 Web: www.jordan-works.com

**RESUME
 MARKETING**

**BUSINESS-WISE CREATIVITY: The strategic mix
 of business and the arts**