

# RICK VERBANAS

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## QUALIFICATIONS FOR MARKETING DIRECTOR / MANAGER

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Strategic and driven marketing professional with more than fifteen years of agency and independent marketing experience highlighted by strong brand awareness through strategic communication initiatives. A proven self-starter who excels in a fast-paced environment, has hands-on experience in building and communicating marketing strategies that support business strategy for both B2B and B2C. Areas of expertise include:

- Marketing Strategy
- Marketing Project Management
- Team & Vendor Management
- Advertising
- Copywriting
- Training & Presentations

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## PROFESSIONAL EXPERIENCE

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Alex Brands, Fairfield, NJ 2017

### **Digital Marketing Manager**

Managed Alex Brands digital properties including; website, email campaigns, paid digital advertising, social media and video content. Partnered with 3rd party vendors to execute brand awareness campaigns and analyze weekly reporting for campaign optimizations. Designed and executed email campaigns with A/B testing variables to promote products and create brand awareness to customer database. Provided weekly website and digital catalog performance reporting and analysis using Google Analytics. Directed day-to-day project and content/inventory management, website updates, and maintenance of e-commerce website built in WordPress. Position was eliminated during a mass organizational restructure.

Creative Marketing Alliance, Princeton Junction, NJ 2013-2017

### **Director of Marketing & Business Development**

Reporting to the COO, oversaw development of marketing strategies for dozens of clients of a full-service, integrated marketing firm. Scopes of work encompassed multiple elements of integrated marketing programs, including key messaging and positioning, branding, digital and print display advertising, public relations, social media, direct mail, email, website content, trade shows, sales collateral and more. Examples include:

- Developed marketing strategy for a professional healthcare association, inclusive of public relations, social media, website redesign and search engine optimization (SEO), resulting in a 12% membership increase following a 5-year decline.
- Developed worldwide internal marketing campaign for leading pharmaceutical manufacturer, inclusive of brand development and logo design, internal communications, marketing materials, signage, videos, intranet updates and more. Projects were completed on time and under budget, leading to additional work and contract renewal.

Created and led interactive marketing strategy sessions to help clients be best positioned in the marketplace. Analyzed customer pain points and buying motivations, examined client competitive challenges, and evaluated the marketplace forces impacting the company, resulting in differentiated positioning, compelling sales messages and a game plan of creative communications tactics that evangelized brand and powered a competitive edge.

Mentored and helped manage marketing services team, including planning and execution of marketing tactics for the agency and clients.

Provided content editing, writing and creative guidance and support.

Established a business development plan and budget for tracking and measuring the sales cycle metrics and achieving KPIs.

Wrote, created and delivered presentations to all levels, as well as speaking engagements.

Avatar Press, Rantoul, IL (telecommute) 2012-2013

**Director of Marketing**

Led sales and integrated marketing strategies for direct and book market publishing through multiple digital channels; B2C website and social media outreach, e-mail campaigns, advertising, media and public relations, B2B outbound calls and sales presentations. Handled creative/editorial duties, including; editing, proofing and writing for online and print publications. Contract position.

Bloomington's, Bridgewater, NJ 2010-2011

**Manager Customer Loyalty**

Drove the selling and relationship marketing culture by consistently communicating brand and product awareness. Led, educated and challenged a team of sales managers and associates to own and effectively execute service, selling and customer retention loyalty initiatives. Position was eliminated due to budget cuts.

- Raised Customer Satisfaction scores from #17 to #2 in the company

CBETC, Inc., Woodstock, GA 2002-2009

**President, Marketing & Sales**

Launched and managed both a profitable retail and e-commerce business which were each bought by the competition. For both start-up businesses; created and executed effective marketing plans, marketed brand awareness through social media, public relations and community affairs, managed website content and weekly e-newsletter, implemented loyalty programs, advertised sales and events, tracked and analyzed the results.

- Grew e-commerce business from inception to over \$400k in gross sales, shipping over 10k packages
- Grew retail business from inception to nearly \$1M in gross sales, achieving over 40k sales transactions

Action Integrated Marketing, Atlanta, GA 1999-2002

**Account Executive**

As the AE for a full-service marketing agency, managed the campaigns for over 2,000 different advertising spots (television, radio, newspaper, etc.) for multiple clients across the country; Planned the marketing strategy based on budget, developed the creative message, managed all advertising production, tracked and analyzed the results.

- Increased sales for several different companies as much as 240%
- Reduced as much as 57% of budget while keeping clients' sales objectives
- Saved agency thousands of dollars by avoiding legal fines with local advertising law awareness, as well as from going over budget with detailed production management

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**VOLUNTEER WORK**

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Professional Service Group - Central New Jersey 2010-2012, 2017-Current  
**Director of Marketing** (current), **Executive Director** (2012), **Marketing Co-Chair** (2010-2011)

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**RELEVANT SKILLS**

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Hard: Management, Advertising, Strategy, Digital Marketing, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media, Public Relations, Marketing Analytics, more

Soft: Leadership, Excellent Communication Skills, Collaboration, Teamwork, Persuasive, Flexible, Humorous

Software: WordPress, Google Analytics, Microsoft Office (Word, Excel, PowerPoint), Prezi, MailChimp

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**EDUCATION**

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**Rutgers University**, Mini-MBA, Digital Marketing

**University of Delaware**, B.A., Communication

**University of Alabama**, Specialized Study, Communication