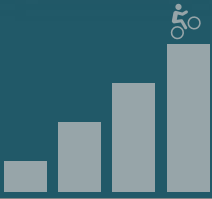




Trey Richardson

Brand Management · Marketing · Sales · Content Artistry

Creative dictator & strategic tyrant armed with a drive that gets results



Summary

Dynamic Marketing & Sales Executive with 10+ years of company leadership in global & domestic B2B and B2C markets. Demonstrated talents as a self-starter in the creation and promotion of brands engineered for long-term success. Extensive marketing & sales experience combine to be a powerful tool in developing go-to market strategies which are innovative, manageable, and sustainable. Empowers individuals to use preferred methods to achieve tasks and champions collaborations with internal departments & industry partners. Recognized as a respected peer & leader for thought provoking insights on current & future market places, having an innovative & creative mindset, and expressing a friendly & welcoming persona to those alongside me.

Skills

- Develops brands, products, & campaigns from concept to development and onward through sustainable growth
- Leads & manages small to large departments with between 2 and 30+ direct reports & 3rd party vendors
- Creates engaging sales, marketing, advertising, & email campaigns for B2B and B2C markets using today's leading methods & technologies
- Executes & tracks marketing & sales efforts through popular CRM programs (Salesforce, Marketo, Pardot, Google Analytics etc.)
- Forecasts position in the marketplace through internal & external sales trends and competitive analysis to plan future development as well as reduce financial risks
- Builds & maintains relationships with global teams, partners, and advertisers to better leverage a product or service's quality, value, and availability
- Creates and edits engaging written & visual content in all popular formats for a wide range of applications

Objective

Apply 10+ years of remarkable marketing & sales leadership to a dynamic team seeking sustainable growth and profitability

Key Achievements

Digital Projection International – Marketing & Communications Director

- Led launching a tech company's 2nd product category and branding for the first time in their 20-year history
- Procured marketing & sales automation and analytics services to integrate with company's CRM system (Salesforce) and develop lead generation through tracking creative email & marketing campaigns, web traffic, and tradeshow attendance
- Collaborated with sales & other departments to develop successful sales strategies, promotional campaigns, and product launches
- Managed marketing and advertising budgets in excess of \$750,000
- Developed a marketing plan & product launch for an innovative, but niche, high-cost product and greatly exceeded demand by including key partners' technology to expand the product's capabilities

Maxxis International – Global Brand & Marketing Manager

- Successfully conceptualized a first of its kind, full line product category with a multi-billion-dollar company
- Led all product development, promotion, and sales to B2B & B2C marketplaces
- Designed innovative strategies aimed at distribution & retail channels to simplify the buying process, reduce financial risks, and forecast demand to better retain our sales channels' economic health
- Organized & developed high-output collaborations with sales, customer service and 3rd party vendors & suppliers
- Established brand's recognition to the market in a short amount of time through targeted outreach and building key partnerships

Other Accomplishments

Hawley Lambert – Georgia Account Manager

Grew number of B2B accounts by over 75% and established record sales to become the state's primary P&A supplier

Partners Rehabilitation – Corporate Wellness Director

Developed, marketed, & launched corporate wellness programs for Exxon Mobil, Johnson Engineering (NASA), IBM, and others

Multiple Companies – Freelance Copywriter & Editor

Written & edited over 400 published articles in digital & print formats on technology, sports & outdoor, personal interviews, and news. Developed written & visual content (photography & video) for web pages, social media, tech manuals, case studies and white papers.