

Daniel C. Felsted

Qualifications for Marketing Specialist: More than five years of direct marketing concept development and implementing, direct marketing testing and evaluating, media purchasing and measuring, as well as project management skills. Excel in resolving internal and external marketing problems that increase customer response. Expertise encompasses art direction, graphic design, copywriting, brand development, collateral development and implementation, lowering buying risk, growing customers through education and customer service best practices. Examples can be seen at www.MyROO.com

Key Achievements

- ◇ Expert at develop internal marketing strategies which lower customer buying risk and build customer loyalty
- ◇ Consistently lower production costs – realized 30% print savings in a single year
- ◇ Always meet deadlines
- ◇ Increased the number of repeat customers by developing programs that utilized satisfied customers’ responses in product marketing campaigns
- ◇ Increased website traffic by more than 27,000 in 60 days by providing relevant content
- ◇ Wrote the businessman’s guide Great Customer Service: The Best Way To Avoid A Discounted Sale. Wrote Excellence In The Workplace 12 - one hour customer service / employee training classes
- ◇ Actively explore new media. Keep the blog <http://TheInternetDarkAges.blogspot.com>
- ◇ Speak Mandarin Chinese
- ◇ Recognize patterns and opportunities — combining the seemingly unrelated into something new and effective

Career Profile

THE IMAGE FOUNDRY, **Manager / Designer** 2008—Present
 Develop and manage all marketing materials per clients needs including: signage, packaging, catalogs, POP, copywriting, advertising, stickers, posters, logo development, branding, direct response materials, and training. Communicate projects progress with multiple clients. Develop networking practices that build loyalty among customers.

GLOBAL ACCESSORIES, **Marketing Manager / Designer** 2002—2009
 Focus on bringing direct response best practices to all marketing materials. Develop and manage all marketing materials including: packaging, catalogs, POP, direct response copy and advertising. Develops cost saving programs to increase efficiency. Examine and develop new high concept strategies to expand market share and increase revenue. Negotiate printing pricing and attend press checks. Manage deadlines. Plan and manage trade show booths.

THIRDPEAK INC., **Marketing Director / Designer** 2001—2004
 Developed niche websites and gained an edge on the competition, increased sales by more than 3x. Established a testimonial solicitation program, discount strategies, bounce back programs, call-out strategies and checklists. Created educational information for customers to lower buyers risk. Taught employee and customers service classes.

DUTRO COMPANY, **Senior Graphic Designer** 1999—2002
 Created the CampChef.com dealer download website, saving 35-40 manhours per week, Designed packaging for the company’s 80+ products. Supervised photo shoots for company products. Taught customers how to use company products. Created all marketing materials for Logan Coach trailers which was instrumental in bringing Logan Coach into the number one position in the industry.

Education

Master of Science — Direct Marketing MERCY COLLEGE
Bachelor of Arts — Graphic Design UTAH STATE UNIVERSITY