

# ROBERT CAM CREECH

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## MARKETING COMMUNICATIONS & BRANDING PROFESSIONAL

**OBJECTIVE:** Actively seeking a role where I can increase the value of SunGard's brand offerings by fully leveraging my marketing communications, project management and branding skill set, developing integrated strategic communications plans, driving tactical implementation of marcom plans and collateral, web and CRM / direct mail initiatives.

**CANDIDATE OVERVIEW:** Accomplished, results-driven marketing, advertising, and branding professional with demonstrated success in managing the entire creative development process, including advertising campaign / marketing communications development, integration of targeted online, print, direct and television media campaigns, and brand identity management for major programs and various product lines. Talent for managing multiple agency relationships and multi-million-dollar production, advertising, and marketing budgets. Effective at leading local and international cross-functional teams / efforts and multiple tasks with aggressive deadlines. Proven ability to learn new businesses / categories and hit the ground running in new assignments.

### CORE COMPETENCIES

- Brand Development and Awareness Building
  - Marketing / Advertising Plan Development and Execution
  - International Marketing – Americas and Europe
  - Local Market Partnership / Co-Branding Efforts
  - Sales Support, Training and Collateral Production
  - CRM/Direct Mail, Print Campaigns
  - Online / Interactive / Website Planning
  - Project Management
  - Adv. Agency / Account Management
  - SEO / SEM
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## PROFESSIONAL EXPERIENCE

**NATUZZI AMERICAS** – High Point, NC

2004-2008

**Director of Marketing & Advertising** – N. American division of \$700 million dollar global home furnishings manufacturer

Direct and execute the strategic media planning functions, campaign development oversight, agency management, national / international media negotiation, and tactical execution of print, direct, and online advertising programs for the US, Canada, Mexico, and Latin / South America markets for international Italian furniture manufacturer. Serve as key point of contact for advertising and PR agencies in the development of creative work to build brand awareness, and review / approve use of all assets representing the brand.

Manage international advertising co-op program; develop and manage production of catalogues, brochures, direct mail and events to drive traffic and increase sales.

### **Key Achievements:**

- Increased editorial coverage YOY 200% with targeted communications and presentations to editors and publishers.
- Reduced national media spending 15%, while increasing value-added events, samplings, and additional mailings by negotiating better terms and pricing, and implementing partnerships and program strategies.
- Constructed and implemented a national, promotional "Italy Trip" contest, and negotiated utilization of media partner lists, which resulted in registering more than 40,000 participants, and generating positive brand awareness.
- Shared best practices with world-wide marketing colleagues, which encompassed media negotiations, in-store event promotions, editorial contact and media pitch methodologies, and brand halo effect creation.
- Launched local store and national promotion micro-sites to the main website, which enabled tracking of advertising effectiveness and capture of potential customer names for future promotions.
- Introduced search engine optimization (SEO) to increase web traffic to store micro-sites, resulting in the highest level of unique visitors (950 to 21,400) and the most page views ever achieved for the division.

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**AT&T WIRELESS / SUNCOM WIRELESS** – Arlington, VA

1998-2003

**Manager of Marketing Communications** – *Start-up national & international wireless communications company*

Facilitated the development, design and execution of branding and advertising strategies for a start-up wireless company which offered calling plans and data services in 14 Southern and Midwest states and Puerto Rico under the SunCom brand name. Constructed effective marketing communications and promotions plans, which involved focus group research, media planning, and sports marketing partnerships and sponsorships.

Collaborated with advertising and collateral development agencies on the creation of printed marketing collateral, development of television, print, and radio campaigns, identification of appropriate media mix strategies, and allocation of budgeted monies. Supervised a staff of 4 direct reports, 8 indirect reports, and contracted agency personnel. Administered \$40 million advertising and \$3 million print collateral budgets.

Managed brand transition and marketing communication strategies and tactics to ensure seamless roll-out of the new brand and retain customers in former SunCom markets following acquisition. Coordinated and implemented new messaging and interior redesign efforts for company retail stores.

**Key Achievements:**

- Catapulted consumer brand awareness from zero to 89% in 18 months by incorporating information gathered in consumer focus groups into marketing / advertising promotions.
- Contributed to company growth from zero to 915,000 customers by initiating / launching effective marketing and advertising campaigns.
- Created branding strategies for the initial launch of the domestic and Puerto Rico markets, which more than doubled planned customer acquisition targets.
- Successfully re-launched the brand in 74 markets on-time and under budget, and achieved low customer churn ratios by introducing and implementing a plan to manage the creation, production, and distribution of marketing collateral and POP materials.
- Decreased costs 25% and reduced delivery time 40% by combining print collateral pieces, streamlining production and warehousing of print collateral, and initiating an on-demand order system for local retail stores.
- Championed the development and production management of more than 500 market-specific collateral pieces.
- Established a comprehensive process to rapidly produce, distribute and reprint collateral materials.

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**EDUCATION BACKGROUND**

**Master of Science in Journalism and Communications** • University of Tennessee

**Bachelor of Arts in Political Science, Minor in Public Relations** • University of North Carolina Charlotte