

Dawn M. Drazdys

1020 N. 67th Circle • Omaha, NE 68132
(H) 402.553.4986 • (C) 402.578.4986 • ddrzdys@gmail.com

Executive Profile

Accomplished, senior marketing professional with a stellar track record of superior performance, broad experience and skill set, with the ability to provide creative, innovative, enthusiastic and forward-thinking leadership in a team environment. Motivational management style focused on achieving continuous, improved business performance and delivering high-impact marketing solutions. Respected and proven agency leader with expertise managing organizational change, developing new business, and ensuring profitability. Seeking the opportunity to contribute to the growth and success of a reputed, established company.

Key competencies include:

- Strategic Marketing/Planning
- Key Account Development/Retention
- Traditional and Interactive Marketing
- Meeting and Event Planning
- Customer Relationship Management
- Creative Development/Production
- Media Planning/Buying
- Audio/Video Production
- Business Development
- Brand Management
- Staff Training and Development
- Budgeting and Forecasting

Professional Experience

Turnpost Creative Group – Omaha, NE

04/2004 – 08/2010

Vice President and Director of Client Services

While continuing as leader on the agency's largest accounts, changed agency business model to focus on implementing new services and client retention/acquisition. Lead the account service team in the development, implementation and management of marketing strategies for a variety of clients.

- Built entirely new staff of 12 marketing professionals, implemented new processes and procedures and tripled sales to \$2.5 million within two years.
- Won new business from, and championed brands, for companies such as CSG Systems, First National Bank, FNBO Direct, Union Pacific and GiftCertificate.com.
- Explored new vendor resources resulting in expanded capabilities, improved materials and shortened production schedules which led to greater client retention.
- Led the development and implementation of annual marketing plans that resulted in consistent sales increases and brand awareness for key clients. Examples include:
 - **Home Instead Senior Care Rebrand** – In 2005-2009 guided Home Instead Senior Care through a company rebrand. Previous marketing materials did not reflect the company's mission, and lacked focus and consistency because of a fractured branding effort among Home Office departments and individual franchise owners. The branding processes and subsequent marketing efforts helped Home Instead realize growth from 300 to 750 franchises in the U.S. and abroad. They now serve 300,000 clients worldwide.
 - **Creighton Prep Capital Campaign** – In 2008 launched a five-year, \$37 million capital campaign and building project with Creighton Prep. To-date direct marketing, special events and an online giving portal have aided the school in raising \$32 million. Personally worked with architects and designers to create environmental graphics for the new facility that were consistent with Prep's brand promise.

Sacco Group – Omaha, NE

04/2000 – 03/2004

Senior Account Executive

A brand leader on the agency's top accounts and an integral part of business development. Personally responsible for \$1.2 million in yearly sales.

- Led client/agency team through a comprehensive repositioning of General Growth Properties' Midwest Region. Malls were researched then grouped into three categories based on characteristics of shoppers, store-type and size. Highly targeted, comprehensive marketing campaigns were created for each group and costs efficiently shared by its members.
- Successfully opened Belterra Casino Resort in Indiana. Responsible for creating and implementing multi-disciplined grand opening communications plan that incorporated mass media, public relations and direct/database marketing for this 600 room hotel, casino and entertainment facility.
- Other notable clients include Borsheims, Wells Fargo, QuickBooks and Universal Warranty.

HMJ/Envoy – Omaha, NE
Creative Director

05/1993 – 03/2000

Oversaw the entire creative process from concept development to client presentation to implementation. Inspired creative teams of copywriters and art directors in the creation of effective marketing communications for business-to-business and retail clients.

- Responsible for translating marketing objectives into creative strategies.
- Conceptualized, managed and executed print, television, radio, outdoor and direct response campaigns.
- Worked with clients to develop new and innovative ways to communicate their message, sell their product or service and see a return on investment.
- Notable clients included Roberts Dairy, First Data Resources, Good Samaritan Health Systems, Baxter Chrysler Jeep Dodge, Metropolitan Utilities District and Sitel.

Production Manager

Balanced demands of clients with realities of production timelines and budgets, as well as introduced new ideas and non-traditional solutions. Handled print production, broadcast production, art purchasing and proofreading for this full-service advertising and public relations agency.

- Responsibilities included vendor negotiations, project tracking, print buying, talent negotiations, cost control, logistical coordination and on-press approvals.
- Demonstrated the ability to efficiently prioritize a broad range of responsibilities in order to consistently meet deadlines and achieve positive results.

Pacesetter Corporation – Omaha, NE

07/1988 – 04/1993

Advertising Manager

Created, executed and oversaw the strategic marketing efforts for this \$135 million, direct-to-consumer home improvement company. Led brand development, designed marketing programs, created sales/promotional material, and spearheaded successful sales contests, trips and conventions. Nominated for Employee of the Year 1990.

- Championed marketing programs and general business solutions for this 2,500-employee company resulting in increased customer sales, in a declining in-home sales environment.
- Directed design, development, testing and subsequent national rollout of a new sales presentation system resulting in average transaction increase.
- Launched Pacesetter's kitchen remodeling product by developing, managing and implementing key marketing elements including advertising, promotions, collateral, public relations and direct marketing support.
- Planned and executed yearly national conventions for 1,500 employees and guests in Xtapa, Puerto Vallarta, the Bahamas and aboard cruise ships.
- Hired and directed outside advertising agencies and other necessary resources.

Projects/Creative Coordinator

Assisted the Advertising Manager in developing corporate communications and planning promotional sales contests for 70 offices throughout the United States.

- Wrote articles and photographed events for the *Pacesetter Pulse*, a monthly internal newsletter.
- Developed and implemented promotional, sponsorships and community relations events for organizations such as the United Way of the Midlands, Richard Young Hospital and the American Lung Association.
- Managed the company store including product selection, merchandise acquisition, inventory and fulfillment.

Education and Professional Development

University of Nebraska at Kearney

- Bachelor of Science in Journalism with double major in Advertising and Public Relations
- Graduated with honors

American Advertising Federation Of Omaha

- Long Standing Member and past Public Service Committee Chairperson

AIGA Nebraska

Second Wind Seminars

- How to be a Better Creative Director
- Agency Operations and Compensation

How Conference 2000, 2003

References Available upon Request