

Gregory Carroll

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Accomplished Executive Marketing Professional looking for a challenge new Marketing Position.

Marketing Skill Sets:

- **Proven success developing and managing** ~ Consumer Product Marketing Plans, Campaigns and Product Launches, within Fortune 50,100 and 500 Corporations.
- **Provided a senior leadership role** ~ Executing strategy, and research. Directed the development and implementation of successful return on investments (ROI) and return on objective (ROO). Leadership experience in integrated marketing programs and client relationship management.
- **Prepared and Directed** ~ Marketing Plans, Marketing Strategy, Business Plans, Creative Strategies and Briefs, Annual Departmental Budgets, Marketing Budgets, Agency Reviews (Request For Proposal), Personnel Reviews and Development, Marketing Research ~ Development, Implementation, Analysis, and Branding.
- **Started** ~ Marketing Agency as well as revamping, and starting Consumer Corporate Marketing and Marketing Services Departments.
- **Supervised** ~ Reviewed, and promoted a staff of up to 40 with 6 direct reports.
- **Team Leader** ~ Internet experience since its inception in 1991 ~ Web Site Development, eCommerce, Social Media Marketing, E-Mail Marketing, Blogging, Twitter, LinkedIn, Facebook, CD's, DVD's, Direct Mail and Response, Catalogs, Print Production, Packaging, Photography, Radio, Outdoor, TV Commercials, PR.
- **Directed Advertising Agencies** ~ GSDM - Austin TX, D'Arcy - NY, NW Ayer - NY, Landor Design (SFC), Leo Burnett - Chicago, Digitas - Chicago, J Walter Thompson - Chicago, Frankel - Chicago, Maritz Motivation - St. Louis, Research (MRI) - Chicago.

Marketing Experience:

A) Marketing Consultant: Greg Carroll ~ Marketing Communication & Advertising, B2B and B2C (Chicago, IL 60005) (2010-present)

1) Currently: Organizing a Charity Art Auction & Fund Raiser for Lurie Children's Hospital, The Salvation Army and Paws Chicago. Featuring Artwork by Greg Carroll, Fine Artist & Illustrator.

I live in Chicagoland, but I have 80 beautiful paintings in storage in San Antonio Texas (Acrylic on Gallery Canvas no frame required). Average size 30"x40"

The event would include my three favorite charities: Lurie Children's Hospital, The Salvation Army and Paws Chicago. This would be a Charity Art Auction based on silent bidding of all my paintings with bids placed on commissioned artwork as well. All Charities would benefit by me donating a large portion of the winning bid to the charities.

I would like to combine the three charities in one event because I believe three of the most vulnerable groups on earth are children, people in transition and animals. If you have one of these in your life, they help bring total love to your world.

My work can be viewed at my facebook page: "Greg Carroll Fine Art & Illustration"

2) Recently: Consumer eCommerce - Special Merchandising Launch for Penske Race Car Driver Will Power. Working with BEAR PRINTS in Queensland Australia on a Merchandise

Promotion for The May 27th 2012 INDY 500 in regards to Will Power. He's an Australian native, living in Indianapolis IN, and a Superstar Driver for the Verizon Wireless/Penske Racing Team. Given the responsible for designing Limited Edition Painting to be used as a Poster, and other merchandise to celebrate his success in competitive racing. The painting hangs in his Trophy Room.

3) Currently: Consumer eCommerce Launch - Developing Business Plans and Marketing Plans for the launch of three new separate eCommerce Retail Web Stores. Using (CRM) Customer Relationship Marketing: #1) eStore for Fine Art Painting & Illustration, commissioned originals or prints in various sizes to be offered for purchase. #2) An eStore for Original Professional Photography. This site will offer consumers the opportunity to purchase photo prints of various sizes, to be used for interior design display and decorating. #3) B2B eCommerce Web Site will allow transactions for Retail quantity orders. Retail Stores, Professional Interior Designers can purchase in quantity.

4) B2B and B2C clients included, but not limited to: WWGrainger, Caterpillar Tractor (Patten Industries), Dominick Foods (TOPCO), Rand McNally, Fraser Paper, Browning Ferris Industries, AB Dick, COINCO, Patrick Engineering, Mallenckrodt Veterinary, Angus Chemical Co., National Safety Council, Lake County Forest Preserve, etc.

Additional Marketing Categories:

- **B2B and B2C clients** ~ Worked with all level of budgets up to 4MM.
- **NASCAR** ~ Tie-in with Grainger Internet Sweepstakes Promotion, TV, Video.
- **Grainger** ~ Tie-in with NASCAR Internet Sweepstakes Promotion. Direct Mail. Achieved thousands of sales leads, 46% increase in new market share.
- **New Satellite Stores for Grainger** ~ Test marketed in California, In-Store Design, Advertising, Direct Mail, Outdoor, and PR. Increased store sales by 55%.
- **Caterpillar Tractor** ~ Sales tools, Direct Mail, Advertising, PR. Increased sales 56%.
- **Dominick Foods** ~ New Packaging development, tie-in Advertising. Increased share in generic store brands by 25%.
- **Rand McNally** ~ Travel Software Promotion and new product launches, Sales Tools, Advertising. Product launch succeeded in establishment of software in new arena. The product went to market and grabbed a 35% share of software market category.
- **National Safety Council** ~ Internet development, Internet promotions, Direct Mail, Publications, Advertising, Catalogs. Produced 60% increase in brand awareness.
- **Grainger Example** ~ Created a major marketing success story: Directed a Multi-Million Dollar B2B NASCAR Promotion Sweepstakes for the Grainger Internet Web Site. Driver Greg Biffle #16. **The Challenge:** Choose your favorite car design out of three, and win your company logo on the car for one race. Plus, other exciting prizes for your own personal "company day" at the NASCAR Race. This produced several thousand hits and thousands of perspective new customers for Grainger. Online sales soared 60% and improved throughout all sales categories.

B) Greg Carroll & Associates ~ Marketing Communications & Advertising Consultant
3338 Butterleigh Dr. San Antonio, TX 78247

C) Marketing Manager ~ (Full-Time Internal Marketing Consultant) for WW Grainger
100 Grainger Parkway Vernon Hills, IL 60045 (Fortune 500 Industrial Supply Co)

D) President/Owner ~ Greg Carroll & Associates ~ Marketing Communication & Advertising, B2B and B2C Marketing, 326 Torrington Dr. Bloomingdale, IL 60108

E) Director of Marketing Services ~ The VALSPAR Corp. ~ Consumer Paint & Coatings

1414 Wheeling Rd. Wheeling IL (HQ. at 1101 S 3rd St. Minneapolis, MN 55415)
Team Leader in New Consumer Paint Products for Lowe's, Meijer, Walmart, Payless

F) Director of Marketing and Creative Services ~ Sea World of Texas, (San Antonio, TX)

10500 Sea World Dr. San Antonio TX 78251

Launched the Marketing for The 264 Acre Park being built, was the newest and largest of the four Sea World Parks (Owned by Harcourt Brace Jovanovich, Educational Publishing Corp., Florida)

G) Consumer Marketing Manager ~ The 7UP Company World Headquarters

121 S. Meramec Ave., St. Louis, Mo 63121

Prepared and led the Marketing, Branding, Launch of 7UP Products both Nationally and Internationally. The #3 Soft Drink in the world, Owned by Philip Morris Corp., New York, NY

GRADUATE: UCM - University of Central Missouri, Warrensburg, Mo. BS Degree
Advertising/Marketing

COMPUTER SKILLS: Apple PowerBook Pro Notebook, iPhone, iPad, Excel, Word, Power Point, PhotoShop, iPhoto, iTunes, UTube, facebook, LinkedIn, Twitter.