

Gregory S. Carroll

Chicago, IL 60005

E: carrollg102@gmail.com

Highly accomplished Executive Marketing Professional looking for a challenging new position.

Professional Background:

- Proven success developing and managing consumer product marketing plans campaigns and product launches, within Fortune 50,100 and 500 Corporations.
- Providing a senior leadership role in executing strategy, and research. Directed the development and implementation of successful return on investments (ROI) and return on objective (ROO).
- 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 my own Marketing & Advertising Agency as well as revamping, and starting Corporate Marketing and Marketing Services Departments.
- Supervised, reviewed, and promoted a staff of up to 40 people 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.

A) Marketing Consultant: Greg Carroll - Marketing Communication & Advertising, B2B and B2C (Chicago, IL 60005) (1993-present)

1) Currently: 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.

2) Currently: Consumer eCommerce Launch - Developing Business Plans and Marketing Plans for the launch of three new separate eCommerce Retail Web Stores: #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.

- Create and manage the overall marketing and brand strategy. Optimization (SEO), Search Engine Marketing (SEM), Pay Per Click (PPC) partners, radio, phone, direct mail, email, affiliate, TV, etc.
- Build & manage the company's brand to drive market awareness.
- Create & manage strategic relationships with partners that will drive leads and customers to Site.
- Reduce customer acquisition costs through higher online (primarily) and offline (secondarily) conversion and customer retention.
- Build and manage a team of marketing experts to execute upon the following including, but not limited to: Landing pages, conversion, media purchasing, creative

design, analytics, PR, customer segmentation and profiling, lead scoring/nurturing, email offers.

- Establish Key Performance Indicators to drive results-oriented growth.

B) Greg Carroll & Associates – Marketing Communications & Advertising Consultant
3338 Butterleigh Dr. San Antonio, TX 78247 (2009-2010)

C) Marketing Manager, (Full-Time Consultant) for WW Grainger
100 Grainger Parkway Vernon Hills, IL 60045 Fortune 500 Industrial Supply Co. (2002-2003)

Team Leader for internal department with responsibilities for Marketing new eCommerce site, launching promotions, direct mail, packaging, merchandising, catalogs, the “Big Red Book.” Supervised staff of 6 and all outside Advertising Agencies. Directed RFP for new Agency (Digitas). Supervised the Marketing and Advertising for launch of new satellite stores in California allowing Grainger to broaden sales and distribution by 45%. Directed major Internet NASCAR Sweepstakes developing thousands of new leads and customers. Increasing on-line sales 85%.

D) Director of Marketing Services, for The VALSPAR Corp. ~ Consumer Paint & Coatings
1414 Wheeling Rd. Wheeling IL (HQ. at 1101 S 3rd St. Minneapolis, MN 55415) (1990-1993)

- Reorganized the Consumer Marketing Services Department into a loyal team effort and increased Customer Satisfaction 96%. Worked with 11MM Marketing Budget and Directly with Sales Teams on all Major Customers, Included: Lowe's, Walmart, Payless, and Meijer Stores.
- Valspar in-house staffing: (15 members) with 5 direct reports including: Marketing Manager, Brand Manager, Packaging Manager, Creative Director and Print Buyer.
- Nominated by fellow employees: For The Valspar Corporation Elite Award the first year.
- Described as a consummate professional by the Vice President Sales and Marketing.
- Example of Marketing Success: Directed the launch of Lowe's Southern Heritage Interior and Exterior Historical Restoration Paint to Consumers with the 85% gross increase in sales in a limited market segment. A Historically Correct Color Pallet was developed for Interior and Exterior Paint product lines. The Instructions for Restoration, and paint color schemes was provided to the consumer in merchandising materials. POP and POS used for in store promotions. Radio and TV Advertising was developed for regions of the south where the product was launched. Later this product line was successfully launched in a broader target market and increased sales of this Premium Product Line in overall major southern markets by 90% over original volume.

E) Director of Marketing and Creative Services, Sea World of Texas, (San Antonio, TX)
10500 Sea World Dr. San Antonio TX 78251 (1987-1990)

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)

- Started: Literally from “scratch” a new Marketing Department and Creative Services Department for the new Sea World of Texas Park (264 acres) in San Antonio, TX. Bi-lingual targeted markets included Texas and Mexico. US market included Texas and up the Mid-West Corridor through Wisconsin. Total Marketing efforts lead to over 3 Million visitors in the first quarter after the launch 1 Million increase over the projected estimates. (22MM Marketing Budget)
- Super Marketing Success Story: Launch of a new “Shamu” Airplane Design and Air Routes to San Antonio TX, from all over the US. The goal was to be partners in increasing tourism to Texas as well as increasing business for Southwest Airlines and Sea World of Texas. Presented to the media and consumer markets as a “new” and “final delivery” to Sea World of Texas Park. Public Relations Airplane Hangers were set up in

Houston, Dallas, and San Antonio. On a given day the press, media, and local dignitaries, including the mayor of each city, were invited (by invitation) to attend this "final delivery." 110% Attendance. "Shamu, the Airplane" flew into each city picking up the VIP's and was flown to Sea World of Texas. This new joint venture continues today, after initially doubling tourism to Texas locations.

Researched: Branding, Advertising, Collateral, Consumer Communication, Bi-lingual Direct Mail and Direct Response. New product launches and introductions, consumer merchandising, POP/POS, PR, Outdoor, Product Promotions. Directed several outside Advertising Agencies. Selected for leadership role in the RFP and selection of GSDM for Agency of Record. Worked one-on-one with all of the Sea World of Texas Park Divisions for Marketing:

- Sales ~ From Mexico thru Texas and up the Midwest corridor adding tourism to mix by 45%
- Education ~ In Park and in school Marketing Campaigns added 54% sales to park family ticket sales
- Food Service ~ In Park Advertising
- Merchandising ~ In Park Advertising
- PR ~ Local and National Public Relations to expose park to wider audience
- Advertising ~ Local and National Campaigns to boost membership
- Co-Op Advertising ~ Local and National Advertising
- Corporate, Military, Travel, and Tourism ~ Local and National Marketing to add to membership
- Directed: In-house staff of (40 members with 6 direct reports)

F) Consumer Marketing Manager, The 7UP Company World Headquarters (1979-1986)
121 S. Meremac Ave., St. Louis, Mo 63121 Owned by Philip Morris Corp., New York, NY

- 7UP was ranked the #3 Soft Drink in the World, due to "super aggressive" Marketing.
- Reorganized 7UP Marketing Department: As Manager, created a World-Class Marketing Group consisting of up to 15 staff members, including; Brand Managers, Packaging Managers, Marketing Assistance, Creative Services Manager and Photo Studios. Used outside Advertising Agencies, Design Studios, and Market Research Agencies. The department brought costs under what they had been paying previously by 75%. (24 MM Marketing Budget.)
- 7UP Consumer Marketing Success Stories: National Consumer Promotions (all media)
- Packaging, containers, cans, carriers, POP, POS, Merchandising, National TV, Promotions
- Couponing, Newspaper, Sweepstakes. All these vehicles had a huge affect on the success of 7UP "The Uncola," Raiders of The Lost Ark," "Indiana Jones and the Temple of Doom," 7UP "Super Stars," with Larry Bird and Magic Johnson. "The Cola Nut," which was a "New Cola" consumer product. Brands included: 7UP, Diet 7UP, Like Cola, Howdy Soda, and IBC Root Beer. These Promotions increased sales 90% on average per national exposure. The 7UP Bottlers were our customers that distributed 7UP products.

GRADUATE: University of Central Missouri, Warrensburg, Mo. BS Degree Advertising and Minor in Marketing.