

RICK SAGE

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Strategic Marketing Leadership

Solutions-Driven Innovation - Relationship Expert - Exceeds Targeted Results

Marketing management professional leading teams to achieve maximum market share, visibility and profitability. Elevates customer and employee engagement, delivers tactical revenue gain and cost reductions, and creates outreach plans that drive consumer engagement. A customer-centric mindset and demonstrated ability to create shared vision, inspire collaboration and drive change. Leverages consumer insights to formulate strategies that deliver excellence to clients, build loyalty and result in profitability.

Strategic Marketing & Branding - Develops and launches innovative strategies in branding, advertising (print/media), consumer-driven behaviors, and research. Increases sales and social media/website traffic to achieve maximum market share, visibility and profitability.

Marketing Audit - Reviews all marketing programs, past and present, to find areas of improvement. Discovers and analyzes new channels and provides strategies for implementation.

Campaign Development - Evaluates marketing campaigns to drive consumer response. Focuses on creative content development, campaign execution, public relations, and advertising and social media tactics,

Data Analytics - Drives lead generation and sales execution by adjusting campaign specifics based on demographics, geography, and seasonality gained through ad tracking processes.

Leadership - Motivational style used to develop, mentor and empower frontline employees to excel; reliant upon training and facilitation of conflict resolution to achieve success. Collaborative thought leader focused on people, processes and profits.

PROFESSIONAL EXPERIENCE

Honest1 Auto Care – Phoenix, AZ

2012 – Present

VICE PRESIDENT, MARKETING & BRAND STRATEGY

Implementing brand strategy, increasing brand equity, managing a \$500,000 advertising budget and marketing concepts, plans and execution for 70 auto care locations nationwide. Directs internal teams to communicate brand strategy to all sites and spearheads the development of marketing plans. Conducts market research, data analysis and tracking for business plan building and modification. Utilizes a mix of standard and digital marketing tactics to drive sales execution and growth. Oversees all creative endeavors, including photography, design and videography. Designs programs based on performance metrics analysis. Developed social media management guidelines for franchise system.

- Refreshed brand to create a physical retail space that resonated with consumers and produce a memorable service experience. Customers, now able to easily differentiate us from competitors, delivered 100% 5-Star Reviews on Google, Yelp and Facebook.
- Partnered with leading social media management platforms (Rallio and GoDaddy Social) to reduce the workload of a properly maintained social media presence. Achieved 100% participation across the franchise system due to simplicity of new guidelines. Increased page likes by more than 500% over a 9-month timeframe.
- Refocused franchise growth strategy to eliminate waste and target resources on sites and most viable franchisees. Terminated certain franchise and developer relationships that did not meet agreement requirements, resulting in annual cost savings of \$360,000.
- Turned around a decline in year-over-year sales performance via design, testing and migration to new marketing channels to increase lead count; operational procedures were adjusted to handle the increase in leads and maximize customer conversion. As a result, YOY sales comps increased on average 10% from \$600,000 to over \$1 million in a 5-year period.

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Russell Hockey - Shelburne, Ontario, Canada

2008 - 2012

DIRECTOR OF MARKETING / PROGRAM MANAGER

Directed and controlled overall creative design of communication and marketing materials consistent with branding strategy; facilitated media tours and events that increased market awareness. Orchestrated media tactics and business planning, including company vision, brand awareness, strategic planning, product management, website, and social media presence in exceptionally competitive marketplace. Directed seven hockey programs, including team promotion, player account management, seminars and recruiter acquisition. Provided guidance and leadership to associates and junior associates; served as a manager and mentor.

- Analyzed marketing campaign to better increasing brand awareness. Refreshed digital content to provide prospective clients with a virtual experience, enhancing confidence in the program. Client registration increased by more than 40% in the first six months after implementation and doubled the amount of time the average client spent in the program.
- Designed innovative public relations campaign, influencer relationships, updated facilities, and referral program to generated press attention in one of Toronto's largest publications. Campaign ultimately increased the number of available players, increased repeat business by 50% and doubled the number of registered teams within a 2-year time span.

Minuteman Press - Beverly, MA

2006 - 2008

OPERATIONS MANAGER

Led efforts to improve customer satisfaction and loyalty for a well-established printer, with improved and strengthened revenue streams the goal. Improved relationships with existing customers and salvaged damaged relationships; resolved customer prepress issues, expediting production time while maintaining a high-quality product.

- Executed long-term planning, including initiatives geared towards operational excellence.
- Implemented a recycling program to encompass all aspects of printing, from safe chemical management to zero limit paper waste.

United Marketing Solutions - Salem, MA

2003 - 2006

ACCOUNT MANAGER

Assisted in establishing a premier franchise facility for a leading direct mail advertising company. Responsible for day-to-day operations including account management, personnel, prospecting, marketing, communicating with corporate office, ad design and tracking results.

- Implemented new sales plan, amplifying repeat business by 65%, ensuring customer loyalty
- Reduced printing costs 10% annually.

EDUCATION

Bachelor of Arts, Entrepreneurship & Franchising University of Massachusetts Amherst, MA

CORE COMPETENCIES

Strategic Planning - Google Analytics - Creative Development - Relationship Management - Kukui CRM
Brand Management - Training & Development - Facebook Advertising - Business Development - iMovie
Digital Marketing - Protractor - Event Coordination - iDashboards - Google Adwords - Research
Customer Experience - Campaign Execution - AutoVitals - Project/Program Management
Adobe - Premier, Acrobat, Illustrator, Photoshop, InDesign