

Ron Marcus, MBA

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11148 Caminito Rodar San Diego CA 92126

28-year branding and marketing practitioner

Executive-level brand, marketing and demand generation expert with diverse B2B SMB experience.

Expertise:

- o Brand positioning
- o Team leadership
- o Media relations
- o B2B marketing
- o Creative direction
- o Planning & budgeting
- o Demand generation/funnel
- o Messaging & copywriting
- o Culture building
- o Online marketing
- o Website development
- o SEO/SEM

Professional Experience

Brand & Marketing Consultant

BRANDVIVO™, San Diego, CA, October 2013 – Present

Provided executive-level strategic consulting and tactical execution for branding, marketing communications and demand generation programs. (Work and capabilities may be viewed at <http://brandvivo.com>.)

- Produced a complete corporate brand and marketing communications package for **Arbor Continuity**, a risk management consultancy for enterprise-size companies, providing the credibility it needed to win such global clients as Experian, Coca Cola Bottling and Rabobank. Reported to the CEO.
- Guided the executive team of **Top Producer Executive Network (TPEN)**, a national peer advisory group, through a collaborative strategic brand audit process. The outcome was the new brand presentation and marketing communications needed to attract and recruit an expanded segment of members. Also produced a new website, sales videos, an email campaign and sales collateral.
- Consulted with the leadership team at **I2B Networks**, a San Diego IT services company, to successfully rebrand as “Spacelink” and launch its demand generation program. Directed the creation of new visual identity. Produced new sales collateral and websites for Spacelink and its subsidiary. Launched their content marketing effort.
- Elevated the brand image of **M Bar C Construction**, a San Marcos firm specializing in building steel structures, to bring it in line with the firm’s position as a top provider in its industry. Redesigned and rewrote its website, marketing materials and trade show assets, leading to a period of significant sales growth.
- Conceived and produced a broad range of print, video and online marketing communications for many clients including **Vistage International, Silvergate Bank, ZUCA Bags, RevCult and ChefsBest**.

Marketing Consultant

Blue Star Families, San Diego, CA, December 2016 – June 2017

Directed a team of six in the marketing department for this national nonprofit with a staff of just thirty-five people spread across the United States.

- Recrafted the organization’s messaging and directed a brand evolution to better resonate with its market.
- Filled a large marketing asset gap with a series of videos and collateral that immediately boosted awareness.
- Provided a roadmap for rebuilding their website for much better target marketing and conversion.

Marketing Director

ZUZA, Carlsbad, CA, September 2011 – October 2013

Managed all marketing for this service company. Was part of the executive team and reported to the CEO.

- Guided the executive team through a **custom brand and culture audit**, enabling the firm's breakthrough transformation from simply a commercial printer to a full-service marketing support company.
- **Completely rebranded the company.** Conceived its new name and logo. Developed its visual identity system, key messaging, website, marketing collateral and trade show booth presentation.
- **Developed an internal culture program**, aligned with the new brand and mission, which improved morale, cooperation and productivity company-wide.
- **Achieved local mass brand awareness on a limited budget** for ZUZA with SEO/SEM, content marketing, corporate videos, print advertising, trade shows, and direct marketing campaigns. **Achieved as high as 200% ROI on individual campaigns.**
- Ran demand generation campaigns with Pardot and GreenRope **marketing automation** platforms. Integrated Pardot and Salesforce for an end-to-end demand funnel solution. Was a featured speaker at the 2012 Pardot Elevate Conference.

Creative Director

Epiphany Marketing, San Diego, CA, November 2001 – September 2011

Directed a team of designers and writers to provide branding and marketing services to San Diego companies.

- Evolved the brand for **Torrey Pines Bank**. Produced marketing communications, campaigns and a new website for this regional bank over a three-year engagement. Was so successful that we were retained to do the same by other divisions of the bank's parent company.
- Supported the sales growth and successful store expansion of **Geppetto's Toy Stores** for several years. Produced print and video advertising and point of purchase. Got Geppetto's on local TV news two years running with the "Top Ten Toys for the Holidays" PR effort. **Our work won an award at the New York Toy Fair in 2004.**
- Conceived, wrote, designed and produced print, video and online marketing communications for **Petco, Mission Federal Credit Union, UCSD, MIR3, iTECH Engineering, ETC Building & Design, and Mama's Kitchen.**
- Created and produced **Shindy.TV**, an online lifestyle television show, managing a team of ten, including videographers, editors, host talent and graphic designers. **Produced over thirty episodes in three years.**

Director of Corporate Communications

Entropy, San Diego CA, December 2000 – September 2001

Provider of SAAS software enabling distributed computing among thousands of PCs in a corporate network. Reported to the CEO and VP Marketing.

- Successfully promoted Entropy as the leading innovator in the hot peer-to-peer computing space.
- Managed all marketing communications activities, including messaging, collateral, PR and trade shows. Performed all copywriting.
- Supervised an internal marketing and creative team and an outside PR firm, Edelman Worldwide.

Education

- **Master of Business Administration**, University of Redlands, May 2000. Cumulative GPA: 3.92
- **Bachelor of Science, Marketing**, Magna Cum Laude, San Diego State University, May 1989

Proficiencies

Expert:	Photoshop, InDesign, Illustrator, Final Cut Pro X, Microsoft Office, WordPress, print pre-press production, public speaking
Working knowledge:	Salesforce, Pardot, ActiveCampaign, MailChimp, Constant Contact, HTML, CSS, SEO, SEM, Social Media
Spanish:	Basic working proficiency