

ZACHARY KAUFMAN

12 Cater Way ▪ Miami, FL 33125 ▪ (305) 777-9999 ▪ ZK@sample.com

SENIOR LEVEL MARKETING

Brand Strategy ▪ Integrated Marketing ▪ Consumer Insights ▪ Marketing Communications

Versatile marketing and communications executive with proven success managing a diverse range of projects from vision and strategy to execution and delivery. Result-oriented leader with extensive experience planning, organizing, and managing complex ventures. Innovative branding champion and business developer with strong team management skills. Bottom-line and result-oriented professional, adept at leading consumer and B2B brand-building projects towards exceptional growth.

CORE COMPETENCIES

- Business Development
 - Client Relations
 - Market Analysis/Research
 - Internet Marketing
 - Product Marketing
 - Sales Forecasting
 - Event Planning
 - Branding
 - Social Media
 - Public Relations
 - Merchandising
 - E-Commerce
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CAREER HISTORY

FLORIDA MARLINS, Miami, FL

2004-Present

SENIOR DIRECTOR OF MARKETING (2006-Present) ▪ DIRECTOR OF MARKETING (2004-2006)

Selected from a competitive candidate pool of 1200 applicants to oversee \$10 million operating budget, all brand and consumer marketing and activation for franchise. Manage brand marketing, research, sales support; digital enterprise integration and environmental graphic design for 2 major construction projects. Responsible for event/project management and supervision of 5-20 interns at any given time.

Challenge: Relaunch *FLMarlins.com* website to bring site into web 2.0 space, drive revenue, and engage fans in May 2007. In 2011, charged to relaunch site on MLB digital platform.

Action: Developed proprietary custom system for 2007 launch. Procured vendors/partners to attain proper result. Submitted RFP to 6 agencies. Migrated to MLB platform while maintaining productive aspects of previous site. Identified new ways to continually increase traffic, revenue, and opportunities.

Results: Actualized enterprise-wide site with 75% revenue increase and doubled traffic during 2007 launch. Increased revenue opportunities more than 20% and time on site more than 50% during relaunch.

Challenge: Create an environment in a shared stadium that resonates with Marlins' spirit and is visibly/undeniably "Marlins" for game days and events. Introduce personal seat license (PSL) concept to marketplace during a time of economic downturn and sell out stadium for Marlins' baseball games.

Action: Chose best partner from 6 environmental graphic designers to collaborate on challenges and unique needs of branding shared stadium. Created integrated marketing materials across all mediums; educated fans, demonstrated value of PSL's, and provided various seating products in the stadium.

Results: Achieved 96% of total building sold in less than 2 years and with tough economic obstacles.

Challenge: Generate new revenue streams and extend Marlins' brand.

Action: Conducted proprietary consumer research to define opportunities and optimum direction, given market propensity.

Results: Launched Marlins' first private label wine—(Napa 2006 Merlot), achieving successful outcome with 60% of inventory committed to purchase by large distributors within 60 days of launch.

DISCOVER CARD INTERNATIONAL, Miami, FL

1997-2004

Recognized for exceptional performance with consistent promotions, career advancement, and opportunities to increase responsibilities and experience.

Facilitated Discover’s brand communications to a diverse constituency including consumers, member financial institutions, and merchants. Led Discover’s advertising efforts, supported integrated Promotions and Relationship Marketing group, developed marketing strategy for the U.S. Hispanic market, and led acceptance advertising across all industries, including T&E and retail.

VICE PRESIDENT, AMERICAS BRAND BUILDING (2003-2004), SR. DIRECTOR (2001-2003), DIRECTOR (1999-2001), MANAGER (1997-1999)

Challenge: Rejuvenate Discover brand and create brand integration, promotions, direct response, and B2B marketing programs.

Action: As an integral member of the original launch team, strategized and executed award-winning “Rewarding Ways to Work” campaign. Directed all budgeting, planning and Discover’s 7 marketing agencies to create brand integration, promotions, direct response, and B2B marketing programs.

Results: The esteemed “Rewarding Ways to Work” campaign exists in approximately 150 countries and 66 languages. The campaign continues strong as Discover’s calling signature. Achieved 55% increase in gross dollar volume contributions per marketing mix model research tool.

Challenge: Increase activation with top-merchant and bank clients including Microsoft, Pepsi, Lowe’s, Wendy’s, Bank of America, Chase, and HSBC.

Action: Partnered with and collaborated across all business development teams to actualize goal.

Results: Successful and profitable efforts earned recognition as “go-to” team leader on top 10 accounts.

Early Career History includes rapid promotions through a series of increasingly responsible positions.

AGENCY	POSITIONS	CLIENTS
Grey Advertising	SENIOR ACCOUNT EXECUTIVE	Revlon Maybelline, Skinfoot, Tampax
Foote, Cone, and Belding Advertising	ACCOUNT EXECUTIVE	Discover, Coach, Nabisco,
Warwick, Baker & Fiore	MEDIA PLANNER LOCAL BROADCAST BUYER	Van Munching: Heineken / Amstel Light

EDUCATION AND AFFILIATIONS

Bachelor of Science, Marketing
State University of New York, Stony Brook, NY

Member, New York American Marketing Association