

WILLIAM BARNES

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CAREER PROFILE AND VALUE

- Project Management
- Trade-Show/Event Coordination
- Budget Management
- Brand Team Supervision
- Trend Analysis & Application
- Excellent Communication (Written & Oral)
- Messaging & Branding Consistency
- Qualitative & Quantitative Research
- Marketing Material Development
- Brand Creation, Reinvention & Positioning
- Superior Organization skills
- Post-Campaign Reporting
- Social Media Tactics
- Strategy Presentation
- Brand Audits

SUMMARY OF SKILLS

Proficient in Macintosh and PC platforms; Experienced in several software packages including: Microsoft Office Suite (Word, PowerPoint, Excel, Publisher & Outlook), CRM Software (SUGAR), Data Analytics Software (MCAP, Hyperion & Sentinel); Intermediate level in Adobe Photoshop

Other Skills include Brand Development, B2B Sales, Campaign Development, Contract Negotiation, Focus Group Moderation, Editing/Copywriting, Survey/Questionnaire Design and Studio Art

Experience/skills developed through 5-years of professional career in marketing & communications.

PROFESSIONAL EXPERIENCE

July 2015 – March 2016

ACCOUNT MANAGER with ChemStation International

Working on business development—built ChemStation share of market, maintained valuable relationships and delivered exceptional service to industry clients within the Pittsburgh territory. Showcased business acumen by dissecting client objectives and presenting valuable opportunities that led to increased operational efficiency and reduced overhead costs for clients.

- Turned underperforming, dormant accounts (Siemens Energy & ATI) into profitable entities with new, lucrative pricing strategies and customized product offerings
- Built rapport with new territory prospects and 150+ client accounts that generated 25k in monthly revenue
- Cultivated B2B relationships through discovery meetings, client presentations and contract negotiations

August 2013 – March 2015

ASST. DIRECTOR OF STRATEGIC PLANNING with Media Star Promotions

Focusing on brand strategy—established credibility for brands within the Reynolds American (RAI) account and products in-line with the target audience. Embodied the corporate identity in appearance, demeanor, values and ethics by keeping clients satisfied while ensuring loyalty to the Media Star Promotions (MSP) Brand.

- Served as a senior member of the Strategy Dept. under supervision of the CMO and Director of Brand Strategy
- Worked closely with senior brand teams at RAI to launch VUSE across the US
 - Immediately resulted in the brand achieving 35% market share and leadership in the product category
- Managed an \$850k marketing budget to test-launch REVO and analyze consumer acceptance of the new product
- Enhanced the design and process of client research reports and strategy decks by delivering documents in more appealing software formats, such as Prezi and Publisher

PROFESSIONAL EXPERIENCE CONTINUED

June 2012 – July 2013

MARKETING RESEARCH ANALYST with Media Star Promotions

Delivering intuitive and forward-thinking consumer research—identified trends and insights as they related RAI brands. Performed basic data analysis, such as cross-tabulations, correlations and significance testing on various topics (consumer engagement, brand attributes, advertising effectiveness, consumer acceptance and product design).

- Conceptualized hypothesis, developed schedules and cited conclusions for marketing research campaigns
- Designed, organized and moderated focus groups
- Led, directed and maintained proper use of CRM software, SUGAR, through training, customization, template design, copy-writing, email campaign design/scheduling and reporting
- Presented industry trend reports to senior strategy team

November 2010 – June 2012

PROJECT MANAGER with Media Star Promotions

- Worked with local promotional teams and corporate departments to manage trade-show events and brand assets
- Trained and provided interface for team leads, ensuring brand updates were communicated timely and accurately
- Identified and relayed opportunities to improve the quality of display materials, increased audience reach and reduced budget expenses

May 2009 – September 2009

MARKETING INTERN with The Mahoning Valley Scrappers

- Generated new business leads for Sales team
- Focused on community experience and interaction

EDUCATION

West Virginia University

B.S. in Journalism with a concentration in Advertising and Studio Art