

My appetite for
Hamburger
Helper[®]
does not
indicate a
creative
deficiency.



resumé: Jeff Nelson

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Condensed, third-person commentary

Jeff's family-meal preparations often include cold cereal... a time-management practice allowing more time for wholesome marketing activities.

Even though he enjoys wearing a suit and tie, Mr. Nelson is a pretty cool dad...true dat, yo!

Jeff is well-versed in communications. This resumé—including concept development, writing, photography, and layout—was completed by Jeff without assistance.

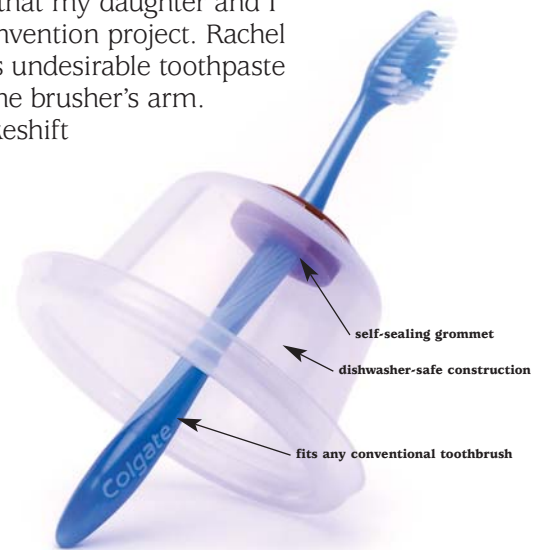
Jeff has a wealth of experience including a couple vice president of marketing positions.

Jeff worked full-time throughout college and graduated cum laude.

All things equal, I would certainly bypass a mundane pan of Hamburger Helper® for authentic Cajun jambalaya. But if the latter came with significantly greater expense or preparation time...hello Betty Crocker®. Maybe it has something to do with the end result. After all, even an easy-to-make bowl of Lucky Charms® provides 12 essential vitamins and minerals.

When it comes to marketing materials, however, I am considerably more passionate. As partial evidence, here is an image from a sell sheet that my daughter and I created for her fifth-grade invention project. Rachel Nelson's SpitShield prevents undesirable toothpaste drool from running down the brusher's arm. Come on, who sets up makeshift studio lighting to capture a photo for an elementary school assignment?

Now before you say "What the *#&! is this?" I'll get to the point. I'm a marketing guy with 17 years of postcollege experience. For most of my career, I have helped develop and implement marketing strategies with the assistance of a creative staff. I flew solo for a few years too—masquerading as a writer/designer and operating a consulting business in Osceola, Wisconsin. Most recently, I have served as vice president of marketing for companies that included business-to-business, retail, and manufacturing operations.



Vice President of Marketing 2005–2007
The RiverBank Wyoming, Minnesota

Vice President of Marketing 2003–2005
Marketing and Creative Manager 1993–2000
VERSA-LOK Retaining Wall Systems Oakdale, Minnesota

Marketing Consultant 2000–2003
Ballyhoo Marketing and Design Osceola, Wisconsin

Bachelor of Arts in Management
Minors in Writing and Economics
Hamline University St. Paul, Minnesota

The RiverBank

As a consultant and as vice president of marketing, I helped rebrand The RiverBank with a new slogan and development of communications materials reflecting the bank's clearly different approach to customer experiences. I also was responsible for architectural graphics and grand opening activities for a new Wyoming, Minnesota location. Deposits during this grand opening exceeded \$4 million—a bank record which surpassed the 12-month deposit goal before its third week of operation.

After serving The RiverBank as a consultant for more than three years, Jeff was hired as the vice president of marketing to continue rebranding efforts on a full-time basis.

VERSA-LOK Retaining Wall Systems

VERSA-LOK licenses production of retaining wall products to a nationwide group of concrete-product manufacturers. I was instrumental in building an eight-member, in-house, creative team including project coordination, writing, graphic design, and interactive design talents. I provided management and creative direction for all promotional material development, and served as a liaison to help licensees with local marketing activities. The annual marketing budget exceeded \$1 million.

As vice president of marketing, Jeff directed communications activities. His mechanical aptitude and construction talents are especially valuable when developing technical materials.

Patio Town Landscaping Centers

Based on surveys, customers speak highly of Patio Town's quality landscaping supplies, product knowledge, and outdoor displays. Most visits result in sales. I developed an advertising and promotional program to maximize publicity and boost store traffic. Ineffective advertising dollars were redirected, in part, to television—a first for the company. The self-produced commercials quickly became the most cost-effective means of attracting new customers. Additional promotional elements included cooperative campaigns with Tropicana, Lunds, Byerly's, and others to help leverage a small budget.

Jeff restructured promotional components to maximize publicity and increase store traffic at Patio Town's landscaping centers in Oakdale, Maple Grove, and Burnsville. Patio Town is a sister company of VERSA-LOK Retaining Wall Systems.

Villa Landscapes

Villa Landscapes provides top-quality landscape architecture and installation services in the Twin Cities. Their obvious connection with a do-it-yourself landscaping supply retailer and inadequate marketing literature were hampering sales. I directed creation of sales materials, a website, and a new advertising strategy. After several years of mediocre growth, Villa experienced annual gains of approximately 45 percent in the two years immediately following rebranding.

Jeff's rebranding efforts helped Villa Landscapes (a division of Patio Town) accurately portray its strengths to potential clientele. New advertising vehicles reached target demographics effectively.

Willow Creek Paving Stones

With the addition of a European paver machine, Willow Creek Concrete Products (a VERSA-LOK sister company) expanded its product line to include interlocking paving stones. I was responsible for development of the new identity, sales tools, technical literature, website, and dealer support materials. First-year paving stone sales exceeded expectations to the extent that sales efforts were moderated to avoid supply problems.

Paver-plant construction was completed during winter, necessitating literature creation without new-product installations. Jeff's staff met the challenge.

Ballyhoo Marketing and Design

With an office on Main Street in Osceola, Wisconsin, I helped several clients with their marketing and communications efforts. I also served as an interim manager for the local chamber of commerce—for which I initiated a nationally sanctioned Soap Box Derby™ and other activities to foster community and business interaction.

As a sole proprietor, Jeff negotiated annual retainer agreements with clients, guaranteeing him more than 170 billable hours per month.



While this resumé
may be a bit
unusual, I hope it
illustrates the ability
to use my noodle.

Whether from the
agency or client
side of the table,
few things bring me
more fulfillment
than being part of
creative, successful,
marketing efforts.

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