

1505 SE 22nd Avenue, #3
Portland, OR 97214

DARYLE A. RICO

www.darylerico.com

(503) 317-8491
darylerico@gmail.com

MARKETING AND ADVERTISING SPECIALIST

Seasoned marketing and creative guru with a proven ability to produce measurable results in fast-paced, deadline-driven environments.

QUALIFICATIONS SUMMARY

Results-oriented professional with 16 years of integrated marketing experience. Background includes advertising, sales promotion, branding, corporate communications and public relations. Distinguished career combining outstanding creative talent with high-caliber team management skills. Experienced with a diverse range of national accounts in retail, business-to-business and non-profit categories. Excellent team building, project management, and communication skills. Recognized for creative excellence in television, radio, print, outdoor, and the Web.

PROFESSIONAL EXPERIENCE

**Director of Marketing
Earth Advantage, Inc.**

June 2008 – Jan 2009
Portland, Oregon

A national non-profit organization specializing in green home construction & certification programs.

Provided strategic direction for the marketing of all home certification and the promotion of green building. Delivered marketing support to a network of 400 builders and sponsors nationwide. Was responsible for all aspects of marketing, including branding, media planning, public relations, and stakeholder and partner relations.

Primary Duties and Responsibilities:

- Reporting to the Director of Operations was responsible for the promotion of all home certification and builder education programs and the elevation of the Earth Advantage brand.
- Designed and produced collateral materials in support of builder and Realtor education programs.
- Developed annual marketing plans for strategic partners and outlined advertising and public relations goals for strategic alliances.
- Conducted qualitative and quantitative market research studies to determine market share and positioning, test new programs, and understand buying criteria.
- Mounted trade shows, home tours and other off-site marketing events.
- Prepared and managed an annual marketing budget of \$300,000.
- Directed strategic positioning and logo development/design for Earth Advantage Institute.
- Developed name, logo, and introductory marketing plan for new program offering: Builder 2030.

**Director of Marketing
Fred Meyer Jewelers**

May 2006 – Jan 2008
Portland, Oregon

The nation's third largest retail jewelry chain with 410 stores.

Developed key marketing strategies that produced \$430 million in annual sales. Spearheaded production of all marketing tactics while establishing a cohesive brand image in all communications.

Impact: Implemented best practices that reduced direct mail production costs by \$1 million.

- Reduced production costs for major in-store promotions by 50%.
- Launched a new product catalog that produced \$4 million in sales.
- Collaborated with IT department to develop and launch two multi-million dollar e-commerce websites.
- Negotiated all print media contracts and corporate sponsorships, maximizing advertising exposure.
- Planned and implemented a \$12 million marketing budget.

- Supervised creative production of all marketing materials, producing award-winning results in print advertising, sales catalogs, direct mail, point-of-sale materials, and the Web.
- Collaborated with senior management to establish promotion calendars, budgets, and deliverables.
- Established and maintained time lines, production dates and vendor relationships.
- Supervised all internal creative production and managed outside advertising agency.
- Ensured compliance to best practices and leveraged FMJ buying power.
- Mentored a staff of six and partnered with HR to address employee performance issues.

**Creative Director
Bradshaw Advertising**

Oct 2001 – May 2006
Portland, Oregon

A retail advertising agency with \$30 million in annualized billings.

Developed marketing strategies and supervised creative execution of all projects. Streamlined creative process to maximize profitability of all accounts. Ensured that deliverables met agency and client standards and defined objectives. Improved financial performance of department by expanding scope of work for existing clients.

Impact: Spearheaded new business efforts that increased agency billings by \$600,000 in one year.

- Surpassed departmental profitability goals for six consecutive years.
- Enhanced agency's creative reputation by earning several national awards.
- Supervised selection and training of creative staff, managing 95% staff retention over six years.

**Creative Director
Goodwill Industries**

May 2000 – Oct 2001
Portland, Oregon

An international non-profit organization and major regional retailer.

Conceived and supervised the production of all marketing communications to support 120 Goodwill chapters throughout North America. Introduced strategic development process to in-house marketing department. Re-focused corporate communications from a promotional platform to a brand platform with promotional support.

Impact: Developed a national advertising franchise program that reduced production costs by over 50%.

- Spearheaded creative efforts that lead to the first \$1 million sales week in company history.
- Enhanced organization's creative reputation by earning numerous national awards for retail and mission-based advertising campaigns.

**Creative Director
Robley Marketing**

Aug 1992 – May 2000
Portland, Oregon

A local marketing firm specializing in consumer products and B2B accounts.

Created strategically focused creative solutions for assigned clients. Provided creative leadership for six national accounts.

Impact: Tripled agency billings in three years by expanding agency's core competencies to include retail and building products.

- Directed creative efforts that secured three national accounts within a two-month period.
- Managed a creative staff of 10, maintaining 100% staff retention over four years.
- Raised agency's prestige by earning multiple national creative awards.

AREAS OF EXPERTISE

- Advertising • Branding • Budget Planning • Copy writing • Creative Direction • Direct Mail • Interactive Marketing • Media Planning • Project Management • Strategic Planning • Trade Show & Event Planning

EDUCATION

B.S./Speech Communication • Oregon State University • Corvallis, Oregon