

**objective** To collaborate with my marketing team to make the company shine with a unique combination of Creative Deliverables and Strategic Planning

**super powers**

- Adobe Creative Suite, Project Management, Digital Marketing
- Outstanding communication and presentation skills
- Creative, yet bottom-line; a problem-solving solution provider

**experience** Star Time Supply · Houston · May 2009–Dec. 2016



*Marketing Director* · Hired as a catalog designer, the first “trick” was persuading the owner to build an eCommerce website. Researched the best-value providers, and teamed up with the IT Director and content administrator to build a B2B sales program (www.StarTimeSupply.com).

- Developed an innovative Marketing Plan to double sales (even with a downturn in the luxury watch market)
- This web site revolutionized the watch repair segment with the first full-line, user-friendly eCommerce web site which expanded sales, reach, and streamlined growth. Sales doubled in the first 5 years as outlined in the Marketing plan
- Web sales grew from zero to \$3.5 million/year (over 20% sales growth year-to-year)
- Used search engine optimization (SEO) and AdWords (SEM) to generate leads which then converted customers primarily by promoting special pricing in weekly email communications (to date, over 600K targeted customized emails sent)
- Grew opt-in email list to over 6,000. Opt-ins outpaced opt-outs 10 to 1. Click-thru rates for weekly email campaigns exceeded 10% and spiked web sales
- Managed an in-house program to provide email communications from the database, which also enabled the semi-automated creation of the weekly email campaigns
- Responsible for two major web site innovations which improved the UI with a clean, modern adaptable layout. Also created 3 full-line catalogs (200+ pages) that utilized custom-built data-driven web pages to generate the content for the catalogs, saving months in development
- Tested and launched product videos, edited with Final Cut Pro, to promote/sell high-end tools and watch parts; saw an average increase of 50% more sales on items promoted by videos



**ScottBronstad**

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**Thomas Printworks** (formerly PrintMailers Inc.)

Houston, Texas · April 2004–Nov. 2008



*Creative Director* · Responsible for the lead generation program (Pay per click advertising/contact management/custom data-driven landing pages/email follow-up) that in one year provided \$950K in new sales (ROI 2,700%).

- Innovated new standardized “products” (personalized URLs, standardized print products, magnet mailers, etc.) that increased profits and made sales/quoting simpler.
- Designed and wrote all the materials for the Valpak direct mail reseller program- generated \$2.2+ Million in sales in 1 year
- In-house expert on variable data printing; won several awards (regional and national) for business promotions

*Continued*

- Developed two corporate identity branding projects to help promote new acquisitions and capabilities
- Presenter at the Houston Direct Marketing Day on how to effectively use emotional triggers in communications
- Created the PMi capabilities video for new-business presentation. The trick? The presentation was in seven days (another competitor couldn't get it done with seven months lead-time). To see the rest of the story, check out <http://bronstaddesign.com/project/video>

**BronstadDesign** · Houston, Texas · Sept. 2001–Present

*Marketing Consultant* · Assist businesses in finding their “voice” through whiteboard brainstorming, market specific research and developing customized marketing programs that innovate. Most business owners and entrepreneurs find it difficult to see things from their customer’s perspective—Bronstad Design helps companies discover their unique selling position and develops a plan to market that uniqueness through systems and procedures that simplify/automate taking leads and turning them into customers. We also provide project management for digital deliverables (wireframe/UI/UX functionality specification) and mobile App development (iOS/Android).



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**Arbor Products** (formerly Century Marking Inc.)

Houston, Texas · 1999– Sept. 2001

*VP of Operations/Marketing* · Driver in all phases of marketing: copy writing, catalog and advertising design, product development and management, package design, branding, web development ([www.arbor-products.com](http://www.arbor-products.com)), direct marketing, and sales presentations. Built custom fonts to enable automated graphic stamp manufacturing from their in-house custom products CRM system. Improved operations processes and increased capacity while reducing cost and keeping employees happy.

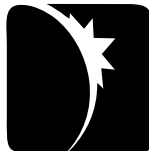


1997–1999 · *Art Director* · Worked closely with the Marketing Director to develop multiple product catalogs and direct mailers. Produced a comprehensive business reference manual that covered nearly everything about selling custom office products (over 150 pages) for remote sales force; Brought in and managed photography in-house for catalog production and saved almost \$4000 (on a single catalog); Worked closely with printers, photographers and vendors; Implemented digital project filing system; designed company logo.

**education  
awards**

**The University Of Texas at Austin**

Bachelor of Fine Arts— Commercial Art



National Logo Contest Winner for Houston PBS Station Numerous National and Regional Direct Mail Association’s Awards for self-promotion campaigns, web sites and variable data projects