

ED TEMPLEMAN

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MARKETING & PR PRO

Over 20 years of innovative success in marketing, advertising, and media relations for names such as Ford, EDS, & Siemens in ad agency, corporate, and E-business arenas

A dynamic, hands-on professional, with a proven track record, seeks position developing the strategies, key messaging, programs, and materials that help leading companies launch new products, elevate brand visibility, and increase overall sales.

Areas of Expertise

- Marketing Strategy Definition & Implementation
- Trade Show & Event Planning & Management
- Market Research & Analysis
- Graphic Design and Print Production (Inc. Photoshop, Illustrator, Quark & InDesign)
- PR, Media, & Analyst Relations
- Precise Product Positioning & Message Development
- Global Brand Management
- Web, Social Media, & Interactive Development
- Marketing Communications & Advertising
- Copywriting/Scripting— Print, Broadcast, and Web
- Successful Product Launches
- Video Production & Still Photography— Location & Studio

PROFESSIONAL EXPERIENCE

2015 – 2018

Marketing & Brand Project Manager – Verizon; Irving, TX

Contract position

Manage projects involving inter-departmental teams charged with development and delivery of communications programs and materials. Advised and assisted internal business units with formulating creative direction and tactical executions to accomplish marketing goals. Worked with internal and external creative resources to develop content, creative treatments, and media placements for print, digital, and social media campaigns.

2005 – 2015

Director of Marketing

TelStrat; Allen, TX

Established and directed distinctive product branding, clear, persuasive messaging, and savvy, rock-solid go-to-market strategy for industry-leading telecom products company. Worked directly with company president and CEO. Formulated strategic direction and creative executions to accomplish marketing goals. Created concepts and content for all marketing collateral, online presence, direct mail, and digital marketing. Handled all media and analyst relations for company, including developing press releases and leading analyst calls. Managed all regional and national trade show activities across annual 50+ show schedule. Helped company achieve substantial sales growth, with record revenue from 2008-2014.

- Designed and developed company's first unified trade show presence, with modular structures right-sized for each show type. Saved company \$110 K in first two years.
- Successfully implemented multiple product launches, including complete re-branding and positioning of entire portfolio
- Developed company's first interactive digital marketing tools, along with search & social media marketing programs.
- Developed and edited case studies, white papers, and presentations.
- Elevated company's market visibility with regular article and press mentions in industry trade publications
- Maintained speaker's bureau and spoke on behalf of company at industry events.

2004 – 2005

Marketing Project Manager – Texas Instruments Education & Productivity Solutions Group

Contract position for Echelon Resource Partners, Dallas, TX

Managed projects involving inter-departmental teams charged with development and delivery of communications programs and materials. Advised and assisted internal business units with formulating strategic initiatives and creative direction to accomplish marketing goals. Worked with internal and external creative resources to develop content and creative treatments. Assisted with trades how efforts.

- Helped establish key value propositions and messaging for re-launch of company's flagship TI-Navigator product line.
- Developed very successful video-based, interactive CD to re-launch TI-Navigator.

2000 – 2003

Sr. Manager – Marketing Services

Efficient Networks, Inc., a Siemens company; Dallas, TX

Managed development, delivery, and implementation of integrated communications programs and materials to support company's sales, marketing, and corporate communications objectives. Advised and assisted internal hardware and software business units with formulating strategic initiatives and creative direction to accomplish marketing goals. Created concepts and content for all marketing collateral, product packaging, direct mail, and electronic marketing. Coordinated major trade show activities with parent company.

- Developed campaign and all materials for company's successful entry into home networking retail channel.
- Developed company's first interactive CD-based marketing tools and product guides.
- Established and produced regular electronic marketing vehicles for both B2C and B2B channels.
- Advised on program design and developed marketing collateral to promote Efficient's SpeedStream Advantage MDF program, targeting VARs, ISPs, and the major telco CLECs & ILECs.
- Developed and edited case studies and white papers.

1999 – 2000

Director of Marketing & PR

ClipsCom, Inc.; Dallas, TX

Established corporate identity and branding for a new B2B streaming media dot com start-up. Researched and developed marketing strategy and launch plan, including competitive analysis, product positioning, and channel definition. Created sales presentations, marketing collateral, and corporate website. Directed and developed all advertising, PR, and promotion activities, including substantial copywriting and editing.

- Led team that obtained major partnership investment agreement with Netopia.
- Developed media kit, planning, and management for national press/analyst launch tour.

1998 – 1999

Advertising/PR Manager

Garrett Electronics, Inc.; Garland, TX

Staffed and managed a three person department responsible for all company advertising and media relations. Designed and produced catalogs, trade show/POP graphics, packaging, and other collateral. Also developed technical documentation and training presentations.

- Achieved significant press exposure, including national broadcast news story.

1996 – 1998

Marketing Manager

Digital Techniques, Inc.; Allen, TX

Developed and coordinated all of telecom equipment company's traditional and digital marketing communications. Planned, designed, and produced DTI web presence and maintained in-house web server. Planned and managed all trade show activities from logistics to promotions. Responsible for all advertising and PR, including budgets and strategy, concepts, design, copywriting, and production. Developed and managed co-op marketing program and other sales incentives. Managed technical documentation staff.

- Helped grow sales 50% during tenure
- Developed Video and Interactive CD ROM marketing tools for distributor and sales representative use.
- Designed company's first expandable, modular trade show booth.
- Designed and managed tiered "Partner" co-op program for company's independent VARs and telecom carrier resellers
- Achieved significant, regular exposure in the trade press.

1993 – 1996

VP/Executive Creative Director

Bagwell Agency; Dallas, TX

Staffed and developed an award winning six person creative services group serving multi-unit retail, financial, and business to business accounts. Successfully equipped and trained staff to transition from a two person, traditional paste-up shop to a full electronic prepress environment within first six months. Provided creative concepts and production management for all print and broadcast projects. Negotiated contracts with all printing and broadcast vendors.

- Developed print and broadcast campaigns for agency's largest client that won 22 awards and grew account from \$3 million to \$12 million in two years.
- Successfully negotiated to reduce yearly print contract costs by \$100 K.

1988 – 1993

Manager - Corporate Communications

Associates Corporation of North America - a unit of Ford Motor Company; Dallas, TX

Developed and managed an award winning corporate communications department supporting marketing, training, and employee communications. Designed, equipped, and supervised operations of a complete multi-media production facility, integrating multi-camera broadcast studio, computer graphics & animation, multi-track audio production, and still photography. Established and maintained operating and capital budgets and interfaced with all levels of organization, including extensive contact with board chairman.

- Reduced annual production expenses by \$500 K while doubling the number of productions and increasing quality.
- Designed, equipped, and operated an in-house cable broadcast network linked by satellite to parent company.
- Developed and co-produced both a bimonthly and a quarterly video magazine for two company divisions.

EDUCATION & TRAINING

Amberton University — B.A.; Marketing & Business concentration; 3.89 GPA

SMU Cox Business School — Corporate Training Certification

Communications Media Institute — Scriptwriting Certification

Panavision Electronic Cinematography School

AFFILIATIONS

International Television Association

Northlake College Video Curriculum Advisory Board

(Three Years; Founding Member)

PERSONAL

Hobbies include kayaking, snow skiing, backpacking, and photography

Print & Digital Portfolio, Video Demo, & References available