

Good afternoon:

As a marketer with corporate and agency experience who has developed brand strategies, marketing communications and integrated media campaigns for Fortune 500 concerns, major universities and health care organizations, I am submitting my credentials for your consideration. My background includes:

- Channel Marketing Manager for IBM Global Services working with business partners across the US to develop marketing strategies and plans to drive lead generation and customer engagement that increases the sale of Watson, Cognos and Business Analytics solutions.
- Marketing Manager, Healthcare at Verizon Enterprise Solutions providing strategic planning, budgeting and oversight of marketing campaigns designed to enhance sales efforts, drive lead generation, customer engagement and retention among major hospital, pharmaceutical and insurance clients.
- Marketing director and communications adviser to CEO/COO's, business executives and physicians in the Dallas-Fort Worth area. This included revamping business strategies, pricing, messaging and web presence for SMB accounts; developing brand, identity and PR programs for physician and specialty practices, and creating an online ad / sponsorship model for an education start-up in partnership with YouTube.
- Founded a full-service marketing, communications and public relations agency in Boston ranked among the top 25 agencies by the Boston Business Journal. Clients included: Harvard Medical School, McGaw Labs, Splash Shield, Bard Cardiovascular & Electrophysiology, Association for Professionals in Infection Control, Argon Medical, Curity Gloves, Acufex, Boston and Tufts Medical Center's, Mass. Department of Public Health, Newton-Wellesley Hospital, Goldman School of Dental Medicine at Boston University.

Additionally, I have developed executive speeches and presentations, served as a corporate spokesman, planned and managed more than 150 national trade shows and major events, achieved strong PR/media and press coverage for clients in the New York Times, the Wall Street Journal, Business Week and numerous trade publications.

If you are looking for a proven marketer who is strategic and creative, who can manage internal teams as well as external resources and deliver exceptional results on time and on budget, then give me a call.

Sincerely,

Jim Dawson

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