

JOSEPH R. VON FELDT

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- Collaborative team leader with excellent interpersonal & innate communication skills Brand identity and management strategist / cross-functional marketing campaign team leader Project management incorporating content design, development & production workflows Recognized for assimilating emerging platforms and implementing social media content activation.
- Promotional Product & Apparel Genius
- Predictive Index: Captain

PROFESSIONAL EXPERIENCE

Marketing Consultant/Marketing Coordinator – 200+ Key Accounts

Lumbermen's Merchandising Corporation - Wayne, PA | March 2022 to Present

National Building Materials Co-Op

My duties are to identify, implement and maintain activity for the various marketing suppliers brought on, working to develop comprehensive communication plans to increase client interest and activity. Dramatically increased activity from my over 200 accounts.

- Spearheaded the development of comprehensive communication plans to elevate client engagement, achieving a 36% increase in account activity.
- Researched, negotiated, and implemented a supplier programs, providing tools for measuring SEO, ROI, and managing website, print, video , and in-store signage consultation.
- Acts as the liaison with suppliers regarding quality issues, cost reduction efforts, yearly and quarterly planning meetings, and overall performance of the business interaction throughout the year.
- Proactively and professionally provide program knowledge to accounts improving market penetration.
- Supports clients by providing current marketing programs and acts in a consultative manner with the client base to promote the benefits of the programs available to them.
- Increase the AI awareness using ChatGBT 4, Sora, Vertex, Gemini, and inform the member of ways to incorporate it into campaigns and daily marketing efforts.
- Lead teams for increasing client participation.
- Utilized MS Dynamics CRM to track leads, opportunities and client information.

VP, Brand Management/ Sales & Marketing 40+ key accounts. **Feb. 2018 to Jan. 2022**

ImageNation Promotional Group, INC. (IPGI), OKLAHOMA, OK | Dec. 2006 to June 2008

Privately held brand marketing solutions and promotional product distributor

Responsible for creating high-quality, customized integrated product marketing campaigns. Provides technical marketing leadership to define purpose, audience, usage and distribution of promotional products.

- Development, design and distribution of marketing materials across multiple channels to drive client facing brand awareness.
- Directed an internal team, overseeing recruitment, training, and performance management.
- Orchestrated integration of new initiatives, catapulting revenue to nearly \$2,000,000 in first 12 months. Earned reputation for meticulous execution and optimization of comprehensive marketing campaigns and sales strategies. Currently, on track to reach \$5M for 2021.
- Delivered branded merchandise and designed apparel for exclusive Oklahoma Dept. of Tourism restaurants located in Oklahoma State Parks. Despite COVID, generated nearly \$1M in new revenues in 2020, driving greater brand cohesiveness and state park transparency. Managed overseas production of custom products.
- Provided in-person key account management for In-restaurants gifts shops. Successfully launched the merchandise program, both branded and non, billing \$600,000.
- Developed rewards program for high profile energy client culminating in \$1,000,000 in billings on annual basis.

- Used social media to promote new hotel without capital for radio spots, TV ads or print magazine capability. Content curation and optimization of organic social media to market hotel rebranding.

Graphic Designer | Lead Sales Coordinator - June 2008 to Feb. 2018

BRILLIANT IMPRESSIONS (FORMERLY STANDING OVATIONS), OKLAHOMA CITY, OK |

A promotional products agency that delivers creative branded solutions through its comprehensive and multi-faceted approach.

Provided leadership, team leading, assessing, defining, and building client proposals; led content and strategy creation for marketing campaigns; directed graphic design, layout, production and distribution of marketing materials across multiple channels to drive revenues. Produced custom products utilizing well connected overseas factories, while keeping cost down and maintain high profit margins.

- Submitted government and licensing bids, understanding and maintaining brand standards, costs, rules, regulations, winning many bids.
- Created purchase orders, managed merchandise from 2,000 vendors
- ordered samples and managed logistics
- Key Account Management – Building relationships and growing relationships.
- Designed everything from logos, business cards, brochures, flyers, and direct mail pieces for wide variety of clients.
- Determined functionality, layout, colors and style. Prepared files for print production, working with pre-press and production teams in high-volume location.
- Provided client estimates; worked with domestic and overseas vendors on pricing and quotes; invoiced and managed client billings.
- Developed, built, maintained and provided graphics for ecommerce stores using the platform, SAGE.

EDUCATION

BFA | Concentration: Graphic Design
University of Central Oklahoma | May 2004

- GPA 3.5 | Dean's List
- While carrying full academic load, worked 30 hours/week in retail sales at Banana Republic and Gap.

TECHNOLOGY

- **E-mail Marketing:** Constant Contact, MailChimp – utilizing templates on both platforms, Get Response, SAGE, Dropbox, Hightail, Robly,
- **Digital Marketing:** Instagram, Facebook, Twitter, Snapchat, TikTok, Vimeo, WhatsApp, Canva, Hootsuite, Meta Suite
- **Front-End Web Development:** WordPress, CSS, Responsive, Google Analytics, SEO Ranking, Wix
- **Social Media Management Tools & Platforms:** Vimeo, Instagram, Snapchat, YouTube, LinkedIn, TikTok, Facebook, X
- **Design Tools:** InDesign, Adobe Aero, Photoshop, Illustrator, Gimp, Picsart, Vectr, Genially, Adobe Bridge, Canva
- **Office Tools:** MS Word, MS Dynamics CRM, MS Excel, MS PowerPoint, Outlook, Access, iDrive, Google Drive, Google Workspace, TeamViewer, HubSpot, Go-To-Meeting, MS Teams, SaaS, MSTeams, Web Conferencing
- **AI Tools:** ChatGBT, Gemini, Copilot, Sora
- **Mac & PC Operating Systems**

PROFESSIONAL AFFILIATIONS

OKC Pride, Oklahoma City Chamber of Commerce, American Marketing Association, Digital Marketing Institute

CIVIC INVOLVMENT

- City Rescue Mission of Oklahoma City
- Regional Food Bank of Oklahoma City
- Neighborhood Alliance Association