

ERIC S. TOWNSEND

SuperCreative / Marketing Professional

At A Glance

Eric S. Townsend is a seasoned marketing professional with intuition, drive, detail orientation, problem-solving moxie, and serious creative talent. Prepared to hit the ground running, and to pursue whatever it takes to ensure productivity, smooth operations and measurable results. Leads by example, with a passion for mentorship, fairness and objectivity. Capable of driving teams forward or filling a specific role within a unit. 19th year in the industry. 9 years of staff management and leadership. Agency experience. Impressive credentials. Top-shelf educational pedigree.

Meet Eric — www.ericstownsendmarketing.com/about-us/meet-eric

Portfolio — www.behance.net/ericstownsend

Marketing Expertise

Website Development, Search Engine Optimization & Marketing (SEO/SEM), Google Research, Social Media Strategy, Advertising, Branding, Idea Generation, Art Direction, Graphic Design, Influence Point Analysis (IPA), Customer Service Auditing, Writing (14 types), Communications, Publicity, Sales, Merchandising, Mentorship.

Software Proficiency — Microsoft Office, iWork, Adobe Creative Suite, Quark Xpress, Market Samurai, CSS.

Complete List of Skills — www.ericstownsendmarketing.com/services/master-services-list

Brands Served

Entrusted by a wide variety of established brands aged 75 to 275 years — Pfizer. Absolut Vodka. Sotheby's. Mitsubishi. Saab. Universal Music Group. Cort Furniture. First National Bank. Leo A Daly Architects. The American Institute of Architects. Rutgers University. The National Rifle Association. American Red Cross. Goodwill. Catholic Charities. B'nai B'rith International. *Has also served individuals, small business and challenger brands.*

Awards & Honors

Recognized for marketing excellence by the American Marketing Association, Service Industry Advertising Awards, Society for Marketing Professional Services, The International Webby Awards, *PR Week Magazine*, and *Washington Business Journal*. Spotlighted on WTOP 103.5 FM Washington DC by Edward R. Murrow Award winner and "Man About Town" Bob Madigan. Selected as expert for Washington Area Music Association panels. Most Valuable Player, DCMSBL Baseball. 3-time Most Valuable Player, American Poolplayers Association.

Publications & Productions

SuperCreative (presentation, 2009). Ezine (articles, 2010). ESTMKTG.com (blog tab, 350+ entries, 2009-present). *How to Build a Website* (brochure, 2010). *H3Festival* (concert series, 2007). *Dick Kaufmann Live!* (concert, 2009). *Meet The Doggetts* (concert, 2010). *1.21 Jlggywatts!* (concert CD, 2008). *eLOVE* (music CD, 2005).

Education

University of Richmond, 1995, Fine Art & Art History

Ranks #27 on the list of "Best Liberal Arts Colleges" in the nation by *U.S. News & World Report*

ERIC S. TOWNSEND

SuperCreative / Marketing Professional

Testimonials

"An idea man with the determination and perseverance to ensure initiatives take flight." >> *Cindy Kunst, collaborator*

"Makes the ordinary extraordinary with the simplest of strokes." >> *Lelei Lelaulu, CEO of Counterpart Int'l*

"Eric's passion and approach to the needs of others are second to none." >> *Brian Hamlin, educator*

"Knows how to get things done. Eagerly learns new skills." >> *Mark Stamm, employer (Greater Atlantic Bank)*

"Eric is proactive. Doesn't wait for problems to fester before jumping in to address." >> *Morgan Benton, collaborator*

"A hard worker with a skilled hand. Impressive perspective." >> *Diana Beruff, employer (Washington City Paper)*

"Pulls the best from people. Pushes others to match his drive to their benefit." >> *Justin Poroszok, collaborator*

"A quick study. His contributions to our capabilities were significant." >> *Mary Hamilton, employer (ASPA)*

"Eric is an internet marketing guru. In a town where people talk big game, he delivers." >> *Greg Berger, collaborator*

Archives — www.ericstownsendmarketing.com/about-us/endorsements & www.linkedin.com/in/ericstownsend

Previous Employment

>> *Independent Marketing Professional — 2007-present*

Provides a wide range of creative and internet marketing services to clients on five continents.

>> *Director of Marketing, Greater Atlantic Bank — 2005-07*

Generated leads through 2% response direct mail campaign. Created sales collateral that aided in conversion.

>> *Director of Business Development, SQN Communications Design — 2004-05*

Generated \$387,783 in income. Recognized by *Washington Business Journal* — their Top 25 revenue list (SQN #17).

>> *Communications Manager, American Society for Public Administration (ASPA) — 2003*

Edited in-house newspaper. Provided design services. Topped previous ad revenue levels. Initiated awards program.

>> *Partner & Creative Director, Zinc Agency — 1999-2003*

Led 4-person creative team. Selected by clients over more established agencies (Grafik, Axis, Supon DG, others).

>> *Corporate Marketing Specialist, Leo A Daly Architects — 1997-99*

Developed proposals, presentations and sales collateral that led directly to new business (airports, skyscrapers, monuments, and more). www.ericstownsendmarketing.com/portfolio/portfolio-showcase/leo-a-daly-architects

>> *Advertising Specialist, Washington City Paper — 1997-98*

First experience working directly with a host of business executives to meet and exceed marketing expectations.

>> *Art Director, Gold Medal Products — 1997*

Provided art direction and design services. Contributed to product development through addition of back and head support to a line of beanbag chairs. Directly impacted innovations in today's video game loungers.

>> *Senior Designer, Presentation Resources — 1996-97*

Made significant contributions to advertising campaigns for The Martin Agency's Saab and Absolut Vodka accounts.

>> *Junior Designer, Landslide Creative Services — 1994-96*

First experience working as a creative professional in an agency environment.

Additional Career Information — www.linkedin.com/in/ericstownsend