

## KAREN LOOMIS

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### PROFESSIONAL SUMMARY

*A unique marketing-creative hybrid with more than 12 years experience leading teams in the design and implementation of innovative, positive marketing visual solutions for challenging highly competitive brands.*

### PROFESSIONAL EXPERIENCE

**DRIVETIME CAR SALES** – headquartered in Phoenix, Arizona and is the fifth largest used car in the country operating multiple dealerships in 30 metropolitan markets.

**Creative Director**, February 2001 to March 2011

Reported directly to the CEO and worked with internal business owners to meet business objectives.

#### **CREATIVE DEVELOPMENT, BRANDING & AWARENESS** —————

Supervised internal and external teams from concept to creation developing integrated multi-channel advertising campaigns or projects managing \$20MM budget.

- Played strategic creative role in name change and successful rebranding; increased annual revenue by 300% (to \$1.5 billion).
- Led in-house development of design, copywriting, production and quality standards for all high-end print and digital materials.
  - Over 150 different brochures, posters, flyers, POS display, web banners and email, direct mail, brand identity systems, magazines, print advertisements, packaging, etc.
  - 100% on-time record and within budget
- Increased aided brand awareness 113%
- Increased aided recall of marketing message from 9% to over 74%.
- Positively improved consumer perception and consideration to buy to 83%.

#### **STRATEGIC PLANNING & EXECUTION** —————

- Co-led website redesign and advertising strategy shift generating-
  - 2.3MM unique annual visits
  - 1,200 online leads per day
  - 7% lead-to sale rate accounting for 50% of all annual sales
- Led all strategic and operational aspects of \$3MM+ web-based Customer Loyalty Program.
  - 64% would recommend DT as a result of the program
  - 180,000 enrolled
  - 598% increase in redemptions over previous month
  - Captured 13,000 email addresses in 30 day period
- Spearheaded and implemented a web-based, real-time inventory, fulfillment and distribution process for over \$750,000 in print materials saving the company in excess of \$1MM.

## **LEADERSHIP & PARTNERSHIPS**

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- Directed relationships with 10+ agencies managing project budgets up to \$1.2MM.
- Led and managed relationships with a multitude of external partners; consumer researchers (focus groups, online surveys), freelancers, printers and photographers to execute deliverables.
- Coached, inspired and trained 5 internal team members, as well as summer interns.

**NEDVED ADVERTISING AGENCY** – *Spokane, Washington, a full-service agency focused on the advertising needs of retail businesses and political campaigns.*

**Creative Director, June 1998 to June 2000**

Created, wrote and designed all forms of print advertising, marketing/sales collateral and web. Coordinated and audited to ensure design and brand consistency between all media forms. Also, interacted with clients for revisions and proofs

- Designed and submitted 20 to 30 advertisements per week for five to ten different clients.
- Successfully met 100% of all deadlines in 30 hour work weeks.
- Designed Trade Show promotional materials; increasing attendance 20% over previous year.

## **EDUCATION**

**Eastern Washington University** – Master of Science

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**Spokane Falls Community College** – Associate in Applied Science

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## **SOFTWARE SKILLS**

**Adobe Creative Suite** (advanced) – Illustrator, Photoshop, InDesign & Acrobat

**Adobe Dreamweaver & Flash** (good) – visit [www.kloomis.net](http://www.kloomis.net)

**Microsoft Office** (advanced) – Word, Excel, PowerPoint on both Macintosh & PC platforms

**Social Media** (good) – Facebook, Twitter & Blogs