

KAREN LOOMIS

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PROFESSIONAL SUMMARY

A unique and results-oriented marketing-creative hybrid with more than 15 years experience designing and implementing innovative, effective marketing solutions. Leverage appropriate media forms to ensure business goals are not just met, but exceeded beyond expectations.

CORE COMPETENCIES

Strategic Planning & Execution – utilize sound strategic thinking integrating actual experiences, market and competitor research, as well as consumer analysis creating marketing plans that drive positive results, such as increased lead generation, sales and brand awareness.

Creative Development & Brand Management – lead and inspire cutting edge creative solutions integrated with consistent messaging communicated across all marketing channels increasing brand or product awareness.

Leadership & Partnership – incorporate strong interpersonal communication skills to collaborate with company executives, inspire internal team members and guide external partners generating effective concepts or solutions focused and on target with business goals, executed on-time and within budget.

Marketing Channels – thorough understanding of social, digital and traditional marketing tactics, production needs, and how to measure and track successes or efficiencies enabling future improvements in processes and results.

Technical Skills – advanced Adobe Creative Suite software, visual design, copywriting and production skills.

Digital	OFFLINE	EVENTS	OUTREACH
<ul style="list-style-type: none">• Website• Social• Email• SEO & SEM• Web Analytics	<ul style="list-style-type: none">• Print & POS• Direct Mail• Out of Home• Broadcast• Videos	<ul style="list-style-type: none">• Grand Openings• Promotions• Corporate• Customer Appreciation• Annual Meetings	<ul style="list-style-type: none">• K-8 Education• Homelessness• Domestic Violence• Needs Drives

PROFESSIONAL PHILOSOPHY

Through the diversity of my experiences in marketing, I've come to realize regardless of the medium social, digital or traditional, solid marketing principles are needed to develop solutions that get results. I use my 15 years of marketing experience to supplement customer analysis and competitor research developing the unique solution for the situation. My focus as a marketer over the years has always been customer centric. Time spent learning about the customer is never time wasted.

PROFESSIONAL EXPERIENCE *(p.2)*

DRIVETIME CAR SALES (DT) – headquartered in Phoenix, Arizona, privately held corporation operating 85 plus dealerships in 30 metropolitan markets. The 5th largest used car retailer and largest combined used car sales and finance company in the country. Since 2002, sold and financed over 450,000 cars to subprime customers.

Creative Director & Marketing Director (acting), February 2001 to March 2011

Reported directly to the CEO and worked jointly with company directors to develop, execute, track and analyze marketing plans, campaigns or projects co-managing \$15-\$20 million annual marketing budget.

DIGITAL INITIATIVES

- Co-led website redesign and advertising strategy shift that today generates on average -
 - 2.3MM unique annual visits
 - 1,200 online leads per day, approximately 440,000 leads annually
 - 7% lead-to sale rate accounting for 50% of all annual sales
 - 6.4 average page views per visitor
 - 4 minutes average time on the site
- Managed the design, strategy, execution and tracking of multiple direct mail promotions, auto-responder email and nurture campaigns targeting prospects, leads and existing customers.
- Managed all operational aspects of \$3MM+ web-based Customer Incentive Program. Led creative development, execution and advertising strategy using digital, email, direct mail and POS display.
 - 64% of those surveyed said they'd recommend DT as a result of the program
 - 180,000 customers enrolled with more than 50% engaged
 - 598% increase over previous month in product redemptions from targeted email promotion
 - Captured 13,000 customer email addresses in 30 day period with online & email promotion
- Spearheaded and implemented a web-based, real-time inventory, fulfillment and distribution process for over \$750,000 in marketing materials and other products saving the company in excess of \$1MM over 3 years.

BRANDING & AWARENESS

- Played key role in the successful rebranding and name change from Ugly Duckling to DriveTime transforming the company into a \$1 billion enterprise.
- Increased aided brand awareness 113% from 2005 to 2010 in partnership with agency on record with the introduction of new branding, campaigns and collateral materials.
- Increased aided recall of marketing message from 9% to over 74% with creative campaigns that connected emotionally with customers and improved strategic media buying over 5 year period.
- Positively improved consumer perception and number of potential customers who'd consider DriveTime for their next purchase to 83% over 5 years.
- Crafted and guided brand progression and multiple tagline transformations from 2002 to 2010.

NATIONAL PROMOTIONS

Developed all strategy, timelines, advertising mediums and concepts, executing all creative development and production, in addition to planning, leading and implementing monthly, annual or seasonal promotions and events.

- Free Oil Changes for Life Promotion
 - 600% increase in redemptions over previous month
 - Captured 13,000 customer email addresses in 30 day period
 - Led advertising efforts – digital & POS display
- Grand Opening Promotions
 - Over 25 uniquely themed Grand Openings executed in less than 12 months
 - \$30,000 to \$60,000 budget per 2 day event
 - Increased sales by 200-300%
 - Averaged 200 leads & 300-400 people in foot traffic
 - Led advertising efforts –digital, direct mail, radio, referrals, sales flyers, newspaper inserts, out of home, POS display and PR.
- Double GOLD Referral Promotion
 - Resulted in 6% incremental increase in sales
 - Raised referral percentage of overall company sales by 7%
 - 30 day event
 - Led advertising efforts – direct mail, digital & POS display
- Breast Cancer Awareness Week Apparel Sale
 - 675 pieces sold (10% of annual sales)
 - \$14,500 value (over 9% of annual sales)
 - \$4,400 to charity
 - Led advertising efforts – email & online
- Annual SchoolDrive
 - \$100 donated per vehicle sold
 - Raised \$500,000 for SchoolTime charity
 - Led advertising efforts – POS display

STRATEGIC PLANNING & EXECUTION

- Led in-house development, design, production and distribution of all high-end print and promotional materials used by marketing, sales, benefits, charitable programs and human resources. Amounted to 150-200 different brochures, posters, flyers, POS display, banners, folders, identity systems, etc., with average print runs of 40,000-50,000 each.
- Twice led, executed on time and within a combined budget of \$3 million the creative conceiving, production and installation of fixed POS elements in 85+ unique retail properties.
- Planned and executed all aspects of Grand Opening events for additional retail locations in new or existing markets with budgets up to \$60,000 each increasing sales by 200-300%; Designed and produced all promotional and POS materials. Led advertising efforts – email, online, direct mail, radio, referrals, sales flyers, newspaper inserts, OOH and PR.

PROFESSIONAL EXPERIENCE *(p.4)*

LEADERSHIP & PARTNERSHIPS

- Directed relationships with 10+ agencies in the creative concepting of campaigns or promotions with both digital and offline components managing budgets from \$30,000 to \$1.2MM.
- Led and managed relationships with a multitude of external partners, such as researchers, printers, ASI providers and photographers to execute all deliverables.
- Coached and inspired 2-3 internal team members.
- Oversaw community outreach programs with \$500,000 budget
 - Supervised 50 internal team leads, 20 plus underprivileged K-8 elementary schools and 14 charity organizations
 - Managed 200-300 annual projects at 20+ underprivileged K-8 elementary schools
 - Generated volunteerism of 25% of all employees for a total of 944 hours in 6 months

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

Creative Director, June 1998 to June 2000

Created and designed all forms of print advertising, web graphics and other retail support for local franchise automotive dealerships, International Auto Shows, in addition to other retail and political campaign. Coordinated, proofed and ensured design consistency between print, web and TV media. Also interacted with clients for revisions and proofs

- Designed and submitted 20 to 30 newspaper ads per week for five to ten different clients.
- Successfully met 100% of ad deadlines in 30 hour work weeks.
- Designed Auto Show promotional materials; attendance increased 20% over previous year.
- Implemented digital electronic file transfer from agency to prepress allowing agency art department to devote more time designing ads and improving project turnaround.

EDUCATION

Eastern Washington University – Master of Science, *Exercise Science & College Instruction*

Eastern Washington University – Bachelor of Science, *Exercise Science*

Spokane Falls Community College – Associate in Applied Science, *Fitness Management*

Spokane Falls Community College – Associate in Applied Science, *Graphic Design*

PROFESSIONAL ORGANIZATIONS

Mashable – over 20,000 various marketing professionals discussing various offline and online issues relevant today

Phoenix Advertising and Marketing Professionals – almost 3,200 local members discussion both local and global topics

The Social Media Marketing Group – an impressive 13,000 social media professionals sharing and learning about new social media marketing and tracking methods.