

# Craig Sherrett

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## MARKETING EXECUTIVE

Marketing, communications and branding expert with more than 25 years of experience in multiple industries including: financial services, manufacturing and building products. Creative and innovative manager who builds successful marketing teams while reducing costs, meeting budgets, improving sales and building brands.

Specialties: Creativity, ingenuity, leadership, customer relations, management, team building, brand building.

### Career History Summary

- Over 24 years of brand building and brand management experience.
- Over 28 years of creative and innovative advertising in all media.
- Creates & implements business development strategies to support company objectives.
- Develops effective communications in a coordinated omni-channel approach.
- Creates and manages marketing teams in deadline oriented environments.
- Coordinates multiple projects to achieve company marketing goals.
- Works with cross functional teams to execute corporate business plans.
- Transfers skills effectively across multiple industries and markets.

#### Work Experience

2013 - 2016	VP of Marketing	PROFIT INSIGHT®
2010 - 2013	Marketing Director	Amano Pioneer-Eclipse
2008 -2009	Director of Sales & Marketing	AVID Home Studios, LLC
2004 -2008	Marketing Director	Fiber Composites, LLC
1998 - 2004	VP of Marketing	Jancor Companies, INC.
1996 - 1998	Marketing Director	Atrium Door & Window
1992 - 1996	Marketing Manager	VEKA INC.
1988 - 1992	Animation/Graphics Director	TPC Communications

### Professional Strengths

#### Brand Management.

Profitable brand development and stewardship of multiple products and services in a variety of industries.

#### Transformative Marketing.

Evaluates business landscape, develops targeted messages and implements solutions that efficiently deliver value proposition to market.

#### Innovative Ideas.

Creative, strategic and tactical marketing together with detailed business plans result in growth, efficiency and profitability.

#### Fiscal Responsibility.

Manages multi-million dollar marketing budgets and department expenditures meeting short and long term company financial goals.

#### Established reputation.

A highly motivated achiever of even the most difficult sales, marketing and management tasks.

**Education** BA Degree in Arts and Architecture - 1978 – 1983,  
The Pennsylvania State University, University Park, PA

*Major Course Work included:* Photography, Graphic Design, Visual Communication, and Speech Communication.

*Other course work included:* Economics, Marketing, Architectural Engineering, Calculus, and Trigonometry.

**Computer Skills** - Microsoft Word, Microsoft Excel, Microsoft Power Point, Access, and mySQL Database. DNN Professional, Visual Studio.NET, Adobe Photoshop, InDesign & Illustrator, HTML, PHP, JavaScript, 3D Studio, Softimage

## MARKETING SKILL SET

Communication	Sales Support	Product/Service Support	Branding
<ul style="list-style-type: none"> <li>• Public Relations</li> <li>• Targeted messaging</li> <li>• Knowledge leadership</li> <li>• Social engagement</li> </ul>	<ul style="list-style-type: none"> <li>• Customer relationship management</li> <li>• Lead generation strategies</li> <li>• Tactical nurture programs</li> <li>• Collateral/presentation development</li> </ul>	<ul style="list-style-type: none"> <li>• Taxonomy</li> <li>• Positioning</li> <li>• Packaging</li> <li>• Rationalization</li> </ul>	<ul style="list-style-type: none"> <li>• Personality development</li> <li>• Stewardship and oversight</li> <li>• Market positioning</li> <li>• Awareness and recognition</li> </ul>

## SKILL/INDUSTRY SELECTED RESULTS

	Communication	Sales Support	Product/Service Support	Branding
Financial Services	Increased on-line traffic by 600% in one year.	Delivered over 400 qualified leads through integrated nurture programs.	Reduced acquisition time (Lead to Face-to-face meeting) by 25%.	Improved brand awareness and recognition.
Building Products	#1 recognized architectural swing door brand.	#1 own-brand decking and #1 own-brand railing in large big box retailers.	Vendor-of-the-Year at Lowe's Home Improvement®.	Boosted Fiberon® to #2 FDR brand in sales volume.
Manufacturing	Improved concrete care penetration by 30%.	Boosted floor care chemical sales by 25%.	Increased dilution control sales by 15%.	Market leader in propane powered floor burnishing.

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