

JAMES W. GILMER

2093 Amherst Dr. • Lewisville, TX 75067 • (972) 974-6400 jwgassoc@earthlink.net

*I am a dynamic and innovative **Marketing Executive** with over 18 years of experience in developing and executing International, National, and Regional marketing plans resulting in significant sales increases and brand building. Additional experience and expertise include effectiveness in the areas of managing media campaigns, budgets, and public relations resources to increase exposure, awareness, and visibility. I have proven success in the development of 3 years strategic plans through the analysis of marketing data, demographic information, competitive trends and focus group analysis.*

JWG & ASSOCIATES, Dallas, TX

August 2008- Present

General Manager

I am a consultant for Film Life. My responsibilities consist of soliciting sponsors for the Film Festival; develop creative for the E-mail blast campaigns, and analysis direct mail marketing programs. I consult with an Apparel manufacture to develop marketing plans for selected retailers to increase awareness and exposure of their products in these locations. I help develop Press Releases on the performance of the product and new product launches for this company

Selected Contributions

- Develop Creative for E-mail & Direct mail campaign
- Post-Analysis of Marketing campaign

CHARMING SHOPPES, INC.; Bensalem, PA

August 2007 – June 2008

Director of Marketing

As Director of Marketing I worked for a 1.5 billion dollar retail chain. Broad scope of responsibility includes: Managed 3 national brands (Catherine's, Fashion Bug, and Lane Bryant outlets) in their development of national marketing strategies and execution of marketing tactics. Provided leadership and developed skill sets for 3 Brand Managers. I managed a marketing budget of 40 million dollars which generated revenue of 1.5 billion dollars in annual sales. Developed acquisition strategies that utilize SEM/SEO and other means to attract new customers and increase brand awareness. Worked with the Merchandising team to educate and forecast fashion trends in the marketplace

Selected Contributions

- Leading a Cross-functional team in the transition of one of our divisions and relocating the marketing activities to PA.
- Established the Strategic Marketing Planning process 6-8 months out and aligned with merchandisers for seasonal buying.
- Implemented testing of marketing mix (Mobile Advertising, integrated marketing plans, and post-analysis).

Wal-Mart, Bentonville, AR

6/2006 – 1/2007

Sr. Director of Marketing – Apparel/Footwear

As Senior Director of Marketing for the number one retail chain in the world I managed Apparel & Footwear. Responsibilities included: Developed annual marketing plan to build business and generate incremental sales in the apparel area. I solicited national brands to do business with Wal-Mart (i.e. AND1, NBA, Guess, and other National brands). Developed a new strategic vision on how the apparel platform should look for Wal-Mart. I developed cross-functional relationships with finance, merchandising, public relations, communications and key stakeholders within Wal-Mart. I provided leadership to a team of 9 Marketing Managers and Associates within the category.

Selected Contributions:

- Managed a budget of \$40 billion in revenue and \$60 million in advertising for the apparel area.
- Executed a fashion line by a recognized designer which generated over \$100 million in sales.
- Developed and executed the remodeling of 1800 locations to give shoppers a better store experience in the apparel area.

JWG & ASSOCIATES, Dallas, TX

2002-2006

(Grace Kennedy International Food Division)

General Manager

I consulted for Grace Kennedy Food Trading Division as Global Brand Manager. I was responsible for new product development and management of building the brand in 36 countries. I developed a Marketing plan for 2006 to building the brand and awareness. I conducted annual consumer market trend analysis to determine changes in product usage. I developed a Brand Manual outlining product usage trends. I consulted for a footwear and apparel company based in Denver, CO. Developed marketing plans utilizing market research data and historical trends. I developed product line advertising campaigns for a variety of mass media outlets such as, Radio, Print, and Outdoor.

Selected Contributions:

- Management of marketing and new product development budgets in excess of \$10 million.
- Established partnerships with celebrities for product line endorsement.

FOOTACTION USA, Dallas, TX

2000-2002

Director of Marketing

As Director of Marketing I worked for an urban retail chain. Increased brand awareness among consumers by establishing customers needs through focus groups. Developed and created marketing message and utilized various media vehicles. Managed, developed, and mentored, four Market Representatives. I managed partnership with national vendors (e.g., Nike, Reebok, Adidas, AND 1, FUBU and Sean John) in developing joint media and marketing campaigns. I developed creative briefs for TV, Radio, Print, and Outdoor advertising campaigns to help increase the company brand equity, as well as incremental store traffic. Developed short and long term strategic plans which outlined the company's overall profit goals and objectives through the utilization of mass Media, (Direct Mail, Visual and Online Marketing), Special Events, Promotions and Partnerships,. I managed E-commerce to ensure that all product positioning was clearly communicated to the consumer. I developed a loyalty program by using the company database and in-store participation to boost revenue.

Selected Contribution:

- Managed a marketing budget of \$30 million dollars for national marketing initiatives to increase the company market share from 12.5% to 14.0%.
- Established partnerships with Fortune 500 companies (Coca-Cola, Activision, and MasterCard) to develop co-op promotions and build the company's awareness, exposure and incremental revenue.
- Established a new store opening template utilizing entertainers resulting in exceeding the pro forma by 30%.

SARA LEE CORP. - Dallas, TX

1996-1999

Director of Retail Marketing

As Director of Retail Marketing my primary responsibility was to work with cross functional teams to develop a new product line that created a buzz in the marketplace, enhanced P&L goals, and won an Edison award. Conducted analysis that identified and implemented line pricing which was beneficial to the company's profit and loss statement. I developed regional promotions with retailers, such as Wal-Mart, Super Kmart, and other supermarket chains resulting in incremental displays & sales. I influenced senior management to test ethnic marketing in two marketplaces.

Selected Contribution:

- Created and implemented television advertising that impacted test markets resulting in 60% growth.
- Increased household penetration and brand awareness by 8%.
- Managed and optimized a promotional budget in excess of \$6 million.
- Developed a NASCAR program which consisted of primary sponsorship of race team. Coordinated licensing agreement using the NASCAR trademark on packaging and advertising and developed consumer promotions.

WESTERN UNION - New York, NY

1993-1996

Market Development Manager

I developed planning and marketing strategies for NY region, including the review and analysis of trends in the trade. I managed successful long range strategic marketing plans which identified specific promotional objectives, strategies and tactics. Coordinated promotions, special events, point of sale, radio and television advertisement. I managed key accounts in the supermarket & check cashing trade for the NY region. Enhanced marketing strategies and maintained strong relations with assigned accounts

COCA COLA USA - Stamford, CT

1987-1993

African American Consumer Marketing Manager

I modernized overall promotional responsibility for the Ethnic consumer market within the New York account region. Managed and optimized a promotional budget in excess of \$10 million. I ensured execution of national promotions within each geographic market (New York, Philadelphia, Pittsburgh and Cleveland). I implemented and maintained strong relations within the minority community. I developed annual business plans and marketing calendars for assigned accounts. I developed specific promotions for small businesses. I developed radio/print/TV advertising to target the minority segment.

XEROX CORPORATION - Houston, TX

1984-1987

EDUCATION & CREDENTIALS

University of Bridgeport - Bridgeport, CT

Master of Business Administration

California State University Long Beach - Long Beach, CA

Bachelor of Arts / Communication

James W. Gilmer