

Innovative director with 20 years of expertise in the development and implementation of brand strategy to promote organizational profile within highly competitive markets. Accomplished leader instrumental in the development and realization of a significant internal ad agency within the largest AIDS NGO in the United States. Adept at advancing large and small initiatives, structuring business models ranging from medical care to retail. Skilled in the utilization and expansion of corporate technology footprint to increase efficiencies. Collaborative communicator able to partner successfully with internal and external constituencies to produce transformative change and meet mutual business goals.

### **Areas of Expertise include:**

- Strategic Planning
- Business Development
- Quantitative/Qualitative Research
- Web Analytics
- Multi-tiered Marketing Campaigns
- Organizational Branding
- Project Design/Implementation
- Multimedia Platforms
- Technology Management
- Automated Marketing
- Salesforce
- Eloqua ▪ WordPress

## **Professional Experience**

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### **AIDS HEALTHCARE FOUNDATION • Los Angeles • 2001 to 2017**

*A global nonprofit provider of HIV prevention services, testing, and healthcare.*

#### **DIRECTOR OF SALES & MARKETING TECHNOLOGY, 01/2015 to 04/2017**

#### **DIRECTOR OF MARKETING TECHNOLOGY, 05/2012 to 01/2015**

Align marketing technology to correspond with organizational business goals in conjunction with the facilitation of communication and projects between Marketing and IT. Oversee all automated marketing platforms including MAM, DAM, SaaS, and CRM. Select, evaluate, and implement marketing technology, offering solutions to multiple areas such as Advocacy, Fundraising, and Sales. Conduct qualitative and quantitative market research via focus groups, online surveys, and web analytics to identify potential directives to boost marketing strategies.

#### **Key Accomplishment:**

- Director of Marketing Technology position was expanded in 2015 to incorporate training and systems support to internal sales team.

#### **DIRECTOR OF MARKETING, 04/2008 to 05/2012**

Planned and executed marketing strategies for the world's largest specialized provider of HIV medical care, its health plan, pharmacies, public health services, and retail chain "Out of the Closet" Thrift Stores. Served as Editor of the award winning THRIVE™ Magazine.

#### **Key Accomplishment:**

- Seeded, grew, and executed the concept of a full service internal ad agency (AHF Worldwide), successfully expanding staff and moving agency to an offsite property. Assumed full scope of roles in establishing internal ad agency, including logistical planning and design (<https://www.behance.net/gallery/706237/Building-an-In-House-Agency>).

#### **ASSOCIATE DIRECTOR OF MARKETING, 08/2004 to 04/2008**

Expanded leadership from that of an entry level coordinator to that of a professional charged with supporting and developing brands for several business lines housed under the company umbrella during a period of growth. Produced and executed content for multi-tiered marketing campaigns, including design and video editing. Managed internal marketing staff, providing guidance and work direction to ensure positive outcomes. Liaised with external agencies to build collaborative partnerships.

#### **Key Accomplishments:**

- Realigned processes/procedures to expand team, promote creativity, and reduce the cost of outsourcing to agencies, consultants, and freelancers. Restructure allowed marketing team to produce products on scale or larger than external entities at a fraction of the cost. Redesign resulted in minimal work with freelancers and no external agency on record.
- Oversaw the development and creation of multiple websites to promote organizational profile.

# Richard Leroy Conard

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Page Two of Two

## ADVERTISING SPECIALIST, 07/2002 to 08/2004

Promoted the organization and its programming efforts through the conceptualization and execution of marketing content designed for print ad and other visual media campaigns. Developed, scripted, and produced Radio and Cable TV spots while also offering graphic design, video editing, and Mac support. Created and administered media plans and budgets.

### Key Accomplishment:

- Restructured department to prevent demise during a difficult period without a Director. Realigned responsibilities, personally assumed leadership, and built a strong and creative team to support several business lines.

## ADVERTISING COORDINATOR, 10/2001 to 7/2002

Coordinated advertising schedule for all print media and ad trafficking. Designed ad layouts, preparing files for production. Managed photo and film shoots, while also acting as the in-house digital photographer.

### Key Accomplishment:

- Reduced costs for previously outsourced functions of graphic design and photography by transitioning to in-house and personally assuming leadership for these roles.

## CARAT, ICG • Santa Monica, CA • 8/2000 to 9/2001

*A market leader offering diversified media solutions in global environments.*

## JUNIOR ACCOUNT EXECUTIVE

Engaged with external entities by coordinating schedules for client advertising programs and corresponding with radio and TV station representatives for scheduling information. Monitored buyers projected expenditure and purchase goals to ensure compliance with budget. Researched dozens of media sources for current and future target market demographic. Evaluated latest products and services in TV, Radio, Print, etc. relevant to the client.

### Key Accomplishment:

- Assisted with client servicing for the “Jack in the Box” account.

## PRODUCTIVITY, INC. • Los Angeles, CA • 11/1999 to 04/2000

*A public relations firm promoting new products and innovative ideas.*

## PUBLICITY/MARKETING COORDINATOR

Administered full range of product publicity including radio and television broadcast product placement, creating radio/TV broadcast segment idea pitches, and researching print/broadcast/online media sources. Adhered to database management standards through the maintenance of an extensive media database and the updating of current client activity reports. Interacted with numerous media contacts in broadcast and print in support of collaborative partnerships.

## THE PENNYSAVER • San Diego, CA • 9/1997 to 3/1999

*A periodical service offering free classifieds to the community.*

## LEAD ADVERTISING COORDINATOR

Partnered with supervisor to delegate duties among Ad Coordinators to ensure successful workflow direction. Coordinated activities and maintained Account Executives' clientele in support of excellent customer service. Engaged with clients, offering consultative services regarding rates and products while also selecting appropriate demographic information to include in presentations. Designed and created ad layouts, including some copywriting. Assessed usage of newly developed computer programs.

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## Education & Training

Bachelor of Arts in Communications Studies  
UNIVERSITY OF SAN DIEGO | San Diego, CA