

Richard Conard

Marketing Director

Los Angeles, CA 90028 • (213) 212-7484 • i@richardconard.me • <https://www.linkedin.com/in/rileco/>

Summary

Innovative, self-disciplined, and driven Marketing Director with comprehensive 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 with 18+ years' experience working within flexible and remote environments, successfully partnering with internal and external constituencies. Producing transformative change while regularly exceeding mutual business goals.

Core Strengths

Remote • Strategic Planning • Multi-tiered Marketing Campaigns • Technology Management • Analysis • SEO Business Development • Organizational Branding • Automated Marketing • Quantitative/Qualitative Research Project Management • Project Design/Implementation • Leadership • Collaboration • Creative • Resourceful Self-Initiating • Problem Solving • Time and Task Management • Written and Verbal Communication Skills

Professional Experience

RiLeCo • Virtual Office, Los Angeles • 2017 to Present
Providing Individualized Marketing Consultation and Services

FREELANCE MARKETING CONSULTANT/OWNER (REMOTE)

Offering extensive marketing campaign management skills, to organizations within multiple industries, across a variety of channels: print, email, digital, social media, content, and events. Supporting website strategy initiatives by creating promotional banners, implementing video, lead generation, SEO, AdWords and Google AdWords.

AIDS Healthcare Foundation • Los Angeles • 2001 to 2017
A global nonprofit provider of HIV prevention services, testing, and healthcare.

DIRECTOR OF SALES & MARKETING TECHNOLOGY (SEMI-REMOTE), 01/2015 to 04/2017

DIRECTOR OF MARKETING TECHNOLOGY (SEMI-REMOTE), 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 (SEMI-REMOTE), 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

Richard Conard

Marketing Director

Los Angeles, CA 90028 • (323) 630-0530 • i@richardconard.me • <https://www.linkedin.com/in/rileco/>

Page 2

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 (SEMI-REMOTE), 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. Oversaw the development and creation of multiple websites to promote organizational profile.

- **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.

ADVERTISING SPECIALIST (SEMI-REMOTE), 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 (SEMI-REMOTE), 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.

Technology

Remote Communication Tools: Email, Dropbox, Slack, Skype, Google Chat, Google Hangouts, GoToMeeting, GoToWebinar, Zoom, Pivotal Tracker, Trello, Basecamp, Asana, join.me

Software: Microsoft Office (Word, Excel, PowerPoint, Outlook), Google Drive (Docs, Slides, Sheets)

Additional: Salesforce, Eloqua, WordPress, Adobe Creative Suite, MAM, DAM, SaaS, and CRM; **adopting new technologies on regular basis**

Education

Bachelor of Arts: *Communications Studies*

University of San Diego

San Diego, CA