

# Jeffrey Liekhus

## MARKETING ~ CREATIVE DEVELOPMENT

### SUMMARY OF QUALIFICATIONS

Twenty-five years in advertising, marketing and sales management.  
Twenty years creating print media and five years designing digital media.  
Over twelve years success in product development and market planning.  
Five years liaison between marketing, engineering and sales departments.  
Several years experience with photography, set and trade show design.  
Skilled in writing technical, legal and marketing publications.  
Good understanding of financial, legal and research principals.  
Excellent presentation and public speaking skills.

### SELECTED CAREER ACHIEVEMENTS

#### Executive Management

- Developed revenue increasing business strategies; Market Trends' revenue doubled.
- Directed high profile research studies for companies such as CitiGroup, American Express, and the FDIC - wrote findings and presented results.
- Lead highest producing division at Market Trends – three of seven years.

#### Market & Product Planning

- Developed high visibility product plan - took a revolutionary idea from concept to product launch for Jones Design & Development Co.
- Designed compliance research programs – nationally recognized study for banks and securities firms, also used by national regulators.
- National award - Marketing Manager for firm listed by *Inc. Magazine* as one of the nation's "500 Fastest Growing Companies".
- Gold ADDY Award - Account Executive and team designer for a trade show booth project for Whittle Communications/Channel One.

## PROFESSIONAL EXPERIENCE

### Property Manager ~ 2010 to present

Liekhus Properties LLC, Sammamish, Washington

### Project Manager ~ 2007 to 2009

Digital Dog Design LLC, Sammamish, Washington

### Director of Product Development & Marketing ~ 2001 to 2006

Jones Design & Development Company, Inc., Redmond, Washington

### Director of Marketing & Operations – Financial Services Group ~ 1993 to 2000

Market Trends, Inc., Seattle, Washington

### Marketing Consultant ~ 1991 to 1992

Knox County Humane Society, Knoxville, Tennessee

### Account Executive ~ 1990 to 1991

Reed Eichel Advertising, Knoxville, Tennessee

## EDUCATION & TRAINING

Real Estate Broker License, Washington DOL - #123003, inactive

Certificate, School of Marketing Research, American Marketing Association; University of Notre Dame, Indiana

Master of Science, School of Communications, honor student; University of Tennessee, Knoxville

Bachelor of Science, School of Business Administration; Central Washington University, Ellensburg

## COMPUTER, GRAPHICS & RESEARCH KNOWLEDGE

**Applications:** Illustrator, CorelDRAW, Photoshop, GIMP, Fireworks, Flash, PageMaker, InDesign, Publisher, Dreamweaver, Word, Project, Excel, PowerPoint, OneNote, Act, Acrobat and Outlook.

**Training:** XHTML, HTML, Dreamweaver, Cascading Style Sheets, InDesign, Flash, Illustrator, Network Fundamentals, Authoring, Internet Fundamentals, Advanced Research Techniques, and Market Research.

## CREATIVE FROM MARKETING CAMPAIGNS

