

JEFFREY A. LIEKHUS – Marketing Management Resume' 2016

3527 E Lake Sammamish Shore Lane SE, Sammamish, WA 98075

Phone: 425.890.6641, Website: www.jeffreyliekhus.com, Email: jeffreyliekhus@gmail.com

MARKETING MANAGEMENT EXECUTIVE

Accomplished, multi-faceted marketing manager offering twenty-five years of successful experience across diverse industries. Recognized as a hands-on manager skilled in media management, creative design, technical writing, public relations, product development, research and development, market research, and sales management. Experienced in developing product life-cycle strategies, brand management, new product development strategies, R&D protocols and market introductions.

Professional strengths and abilities include:

Strategic & Tactical Planning

Brand Management

Campaign Management

Business-To-Business Marketing

Consumer Marketing

Product Development & Launch

Research & Development

Market Research

Product Testing & Analysis

Key Account Management

Trade Show Management

Property Management

Professional Experience:

PROPERTY MANAGER

Liekhus Properties LLC, Sammamish, Washington - 2010 to present

Conduct detailed legal and financial analysis of properties for purchase and sale (location, utility, revenue and future value). Track revenue and expenses monthly (cash flow) and provide end of year analysis of income, investment and asset values (RoI and RoA). Record and edit images and video for website development. Design website and content for presentation to the market. Write text for asset presentation for in-person and web media. Coordinate legal and financial representation of clients. Act as liaison between client and various city, county and state offices for zoning compliance and property improvements. Develop lease and application documents for residential properties. Market and stage properties for lease.

Key Achievements:

Increased market value of residential properties by 140%.

Increased RoI of commercial properties from 6% to 8%.

Increased RoA of residential properties from 8% to 9%.

PROJECT MANAGER

Digital Dog Design LLC, Sammamish, Washington - 2007 to 2009

Design webpage layouts, logos, photography sets, trade show exhibits, print page layouts, and PowerPoint presentations. Act as liaison between client department heads and other stakeholders. Research competitive marketing and sales trends to realign client communication efforts. Design and manage client budget and forecast models. Communicate with world-wide stakeholders using SharePoint and Outlook.

Key Achievements:

Created well-received book cover art and content layout (Passport To Success) for Microsoft's Global Exchange event. Distributed to 15,000 sales professionals world-wide.

Redesigned budget and expense tracking systems for World Class Selling business unit of Microsoft accelerating reporting timeliness from monthly to daily output.

DIRECTOR OF PRODUCT DEVELOPMENT & MARKETING

Jones Design & Development Company, Inc., Redmond, Washington - 2000 to 2006

Created and implemented product development cycle. Oversaw engineering, component prototyping and manufacturing. Developed market research and consumer acceptance studies. Designed websites and collateral material. Wrote patent and trademark applications. Designed and managed trade show events.

Key Achievements:

Created international awareness of Continuous Torque Drive mechanism where Shimano Inc. wanted to partner on development.

Reduced component parts and manufacturing costs of CTD by 45%.

Wrote patent application - #6,840,136.

DIRECTOR OF MARKETING & OPERATIONS – FINANCIAL SERVICES GROUP

Market Trends, Inc., Seattle, Washington - 1993 to 2000

Formulated and implemented sales, marketing and operations strategies for new and existing research services. Designed and produced advertisements, newsletters, brochures and press releases. Wrote technical promotional materials and research project reports. Designed and implemented service quality and compliance research projects. Coordinated trade show events. Spoke at industry seminars. Traveled extensively to promote company services.

Key Achievements:

Doubled division revenue over three years.

Pioneered company's entry into compliance research studies driving steady sales growth.

Built international market research program in collaboration with French research firm.

Created national advertising and direct mail campaigns increasing company's visibility.

Featured speaker at compliance and marketing industry forums.

ACCOUNT EXECUTIVE

Reed Eichel Advertising, Knoxville, Tennessee – 1990 TO 1991

While a graduate student I worked as an Account Executive for Reed Eichel.

Key Achievements:

Client (Channel One) was awarded Gold ADDY for trade show booth design.

MARKETING MANAGER

Perma-Chink Systems, Inc., Redmond, Washington - 1986 to 1989

Developed and implemented goal-oriented marketing and advertising plans. Created display advertising, brochures, product packaging, point-of-purchase materials, product samples and application guides. Wrote news releases and editorials for the media. Wrote and negotiated dealer contracts. Coordinated trade show events.

Assisted in technical support.

Key Achievements:

Pioneered company's entry into paints and coatings industry helping to double revenue in three years.

Company was listed by *INC. Magazine* as one of the "500 Fastest Growing Companies" in America.

Education & Training

Washington Real Estate Broker's License – inactive, Rockwell Institute, Bellevue, Washington

Web Development Certificate Program; Bellevue College, Washington

Certificate – AMA School of Marketing Research; University of Notre Dame, Indiana

Master of Science, Communication Management – honors; University of Tennessee, Knoxville

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

Computer & Graphics Knowledge

Applications: Adobe Illustrator, Photoshop, Fireworks, Flash, PageMaker, InDesign, Dreamweaver, Acrobat, Bridge, MS Word, Project, Excel, PowerPoint, Publisher, OneNote, SharePoint, Outlook, Act! CRM and Quicken Property Manager.

Hardware platforms: Windows PCs and Apple desktop computers.

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

Honors & Awards

INC. Magazine, "500 Fastest Growing Companies", Marketing Manager, Perma-Chink Systems, Inc.

Gold ADDY Award, Trade Show Booth Design, Account Executive, Reed Eichel Advertising

Alpha Delta Sigma Honorary Society, "Superior Scholastic Performance", Graduate Student, UT

Advertising Research Class, "Man Of The Year" award, graduate level studies

Jeffrey A. Liekhus Marketing Management Resume' 2016

Phone: 425.890.664, Website: www.jeffreyliekhus.com, Email: jeffreyliekhus@gmail.com