

DAVID A. JECKER

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QUALIFICATIONS FOR MARKETING MANAGEMENT / PROFESSIONAL CAREER

- Dynamic, creative, collaborator and leader recently graduated with an MBA—specializing in marketing—and possessing four years of experience in market merchandising, promotions, and retail operations.
 - Advanced technical skills provide for exceptional cross-communication between technical and non-technical employees, outside leaders and clients.
 - Very proactive in analyzing situations, creating ideas, and devising innovative solutions to complex problems while focusing on results and user satisfaction.
 - Effectively and efficiently manage information assets using leading edge and/or existing technology for the Internet and traditional sources of promotion to create awareness and importance of a product or service.
 - Talented in synthesizing and integrating new concepts, software, and promotional materials into effective targeted campaigns.
 - Working knowledge of WLAN/LAN systems.
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SOFTWARE & PROGRAMMING LANGUAGES

Marketing Plan Pro, Dreamweaver MX/8, MS Office & FrontPage, Axandra IBP & Arelis, Xara software, Photoshop, ImageReady, Acrobat, Ulead Gif Animator, Flashation, SoThink software, HTML, Java, Cobol, AS/400

EDUCATION

M.B.A. (Summa Cum Laude) – Marketing (2005), Capella University

B.S. (Cum Laude) – Computer Information Systems (2002), St. Leo University

CAREER TRACK

August 2002 – 2005: MBA student (full-time) / Optimization Consultant

Capabilities:

- Effective in Internet business information research (primary, secondary, wide-area and specific) utilizing various media to generate strategic analyses including consumer data, competitive analysis, and general industry reports.
- Initiate, research, generate, track and accurately complete numerous surveys, pertaining to products, web-usability, and services.
- Adept in search engine optimization (SEO) and search engine marketing (SEM) – content analysis, keyword analysis, ranking analysis, etc.
- Initiate and follow through entire reciprocating link/partnership and relationship selling management projects.
- Proficient and adept in dealing with, and preparing for interaction with foreign businesses and individuals while maintaining a respectful nature towards cultural variations and focusing on common goals and end results.
- Highly organized, motivated and capable of working within, or leading teams, or personally—and single-handedly—working on various projects while producing results in a timely manner, often ahead of schedule.
- Expert in multi-tasking on daily, weekly or long-term projects with both quantitative and qualitative results.

Present: S.T.A.G.E. (Society for Theatrical Artists' Guidance and Enhance) NPO, Dallas, TX

- Currently serving as a Member of the Board of Directors
- Planned and implemented participation in non-profit events to elevate community awareness through (mainly) online presence.
- Re-engineered web site design—based on previous color scheme and appearance—to 1) remove confusing navigation 2) provide a consistent user interface while improving a visitor's access to the information they require 3) enhance overall usability.
- Performed detailed search engine optimization/marketing on our site to improve positioning in search engines and increase search engine visitors. Weekly site traffic has increased, on average, 400% in regards to unique visitors per week in a one month period. Search engine rankings increased by significantly in all major search engines—local and non-local directories included (currently unable to produce exact findings of current rank vs. past rankings).
- Increased the quality and number of downloads (PDF forms) by placing downloadable PDFs online.
- Created corporate web forms to generate leads and to eliminate a third-party resource saving the organization a relevant sum of money.
- Increased the number of participants in link exchange/partner program by 300%.

August 2000 – April 2002: Client Services; Palm Coast Data, Palm Coast, FL

- Worked with client requirements to ensure that products and information of products and services were delivered accordingly to the target audience while acting in consultative capacity to help clients meet their business needs in both membership and industry.
- Implemented new techniques in email program by training others to be more efficient and effective; this led to an increase of productivity > 20% for most employees.
- Responded to customer queries and complaints; resolved most issues through research and/or personal knowledge and familiarity of the call/email/mail production center's (and clients') guidelines.
- Updated customer account information and contacted account executives and clients regarding policy changes.
- Promoted continual growth of client's portfolio by cross-selling and providing exceptional client/customer service.

August 1996 – 2000: Visual Marketing Manager (VMM); Belk, Saint Augustine/Daytona, FL

- Responsible for the store's entire marketing/merchandising implementations as per corporate guidelines—including creating, and initiating both plan and execution for several product lines and their focus areas within the store's confines (unique "creative expression" was needed due to the varying store floor plans); these often involved strategic placement designed to promote certain "promotional" products and/or events.
- Hired and supervised both outsourced employees and other "visiting" VMMs for special events, projects and selected annual activities.
- Identified, managed, and resolved project issues on a timely basis.
- Integrated business needs and technological solutions according to organizational goals by providing support and training new and existing staff on many programs.
- Responsible for helping certain members of the staff resolve various problems with OS and hardware.
- Coordinated with Sales team, VMM team members and vendors to maintain consistency in brand positioning, messaging, timing and approach to new, or existing, concepts, design and merchandising.

March 1995 – July 1996: Marketing Intern; Century 3 Post Production Studios, Orlando, FL

- Involved in coordinating collateral materials and events for production studio.
- Acted as "ambassador" to visiting executives, directors, producers, and other entertainment personnel.
- Served in various roles such as Production Assistant, Colorist, and Scenic design for various productions—associated through Century III).
- Assisted in syncing film and audio for post-production work.

References available upon request