

## OVERVIEW

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- ♦ *An energetic, motivated professional who brings an equal measure of thoughtfulness and commitment to every job she undertakes, and with a lifelong devotion to leadership, community, education, and service.*
- ♦ *A perceptive, persuasive, and dynamic leader who fosters team-building. Uses well-developed communication and organizational skills to promote this approach, and respect and trust to maintain it.*
- ♦ *Strategic, analytical, creative, and resourceful, with a history of success developing marketing communications for a broad spectrum of services and products – from ideas to groceries – in a variety of managerial contexts.*

## EXPERTISE

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- ♦ Strategic, integrated marketing communications planning
- ♦ Qualitative market research development, execution, and analysis
- ♦ Tactical implementation and evaluation of advertising, promotion, and public relations
- ♦ Traditional and new media
- ♦ Qualitative market research development, execution, and analysis
- ♦ Creative direction and management
- ♦ Content development, editing, and search engine optimization
- ♦ Speaking and training
- ♦ Writing and editing

## HIGHLIGHTS

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- ♦ Led marketing communications planning for organizations such as the Schauer Performing Arts Center, Family Service Madison, the Wisconsin Education Association Council, and the Wisconsin Milk Marketing Board.
- ♦ Introduced employers and clients to an approach to program planning which integrated efforts of multiple departments and agencies.
- ♦ Designed, executed, and analyzed qualitative research for organizations as diverse as UW's Institute for International Development, Howick Associates, Douglas Stewart, and Celerity Staffing. Subcontractor for Chamberlain Research.
- ♦ Developed dozens of research-based positioning platforms and branding strategies for clients ranging from higher education to financial services to construction to consumer services to nonprofits.
- ♦ Managed nine agency account teams concurrently; supervised and fostered professional growth of subordinate managers and assistants.
- ♦ Developed and managed campaigns across traditional media – television, radio, print, outdoor, direct mail, point-of-sale, sales collateral.
- ♦ Developed strategies for online and interactive marketing, including web site development, social media campaigns, content marketing, search engine optimization, email marketing, and advertising.
- ♦ Developed and oversaw public relations campaigns toward goals including education, publicity, and crisis containment.
- ♦ Framed creative strategies, developed campaigns, wrote copy, and designed advertisements, web sites, and collateral materials.
- ♦ Developed and taught half-day seminars for UW-Small Business Development Center and Executive Education programs. Led seminars for private clients and public audiences on topics such as: marketing strategy and tactics; advertising planning; direct marketing; yellow pages; graphic design; positioning; niche marketing; and demography.
- ♦ Ghost-wrote and edited blogs, newsletters, essays, novels, white papers, and newspaper columns. Researched and ghostwrote *The Compleat Facilitator* for Howick Associates.

**HISTORY**

PROFESSIONAL EXPERIENCE																																							
<p>Victoria Jones Strategic Marketing Communications</p> <p><b>Principal</b></p> <p>Madison, WI 2000-present</p>	<p>Provide strategic marketing coaching and consulting for for-profit and non-profit organizations and their boards. Projects include: mission and vision development; strategic marketing planning; tactical implementation of advertising, public relations, direct mail, and web campaigns; qualitative market research; positioning and branding; meeting facilitation; agency sourcing and management; meeting management training; writing and editing; analysis and evaluation.</p> <p>Regular speaker for the University of Wisconsin, private clients, and public audiences on such topics as target marketing, positioning, demography, direct marketing, advertising, and marketing management.</p> <table border="0" data-bbox="479 604 1502 1864"> <thead> <tr> <th data-bbox="678 604 938 632">PARTIAL CLIENT LIST</th> <th data-bbox="963 604 1182 632">SAMPLE PROJECTS</th> </tr> </thead> <tbody> <tr> <td data-bbox="690 646 927 674">Advantage Home Care</td> <td data-bbox="963 646 1463 701">Positioning, brochure design/content, web site development/design/content</td> </tr> <tr> <td data-bbox="630 716 927 743">Affordable Family Insurance</td> <td data-bbox="963 716 1471 770">Positioning, web development/design/content, SEO</td> </tr> <tr> <td data-bbox="695 785 927 812">Chamberlain Research</td> <td data-bbox="963 785 1133 812">Market research</td> </tr> <tr> <td data-bbox="727 827 927 854">CleanTech Partners</td> <td data-bbox="963 827 1471 882">Market research, positioning, copy writing, web site development/content, marketing planning</td> </tr> <tr> <td data-bbox="479 896 927 924">Community Business Bank (Sauk City, WI)</td> <td data-bbox="963 896 1268 924">Market research, positioning</td> </tr> <tr> <td data-bbox="716 938 927 966">Ellyn Satter Institute</td> <td data-bbox="963 938 1479 1020">(Current) Mission development, positioning, marketing planning, marketing communications content development, agency management</td> </tr> <tr> <td data-bbox="678 1035 927 1062">Family Service Madison</td> <td data-bbox="963 1035 1487 1117">Strategic planning, positioning, marketing plan development/writing; video script development; public relations</td> </tr> <tr> <td data-bbox="776 1131 927 1159">Fromagination</td> <td data-bbox="963 1131 1084 1159">Positioning</td> </tr> <tr> <td data-bbox="748 1173 927 1201">Hellenbrand, Inc.</td> <td data-bbox="963 1173 1276 1201">Training, marketing planning</td> </tr> <tr> <td data-bbox="732 1215 927 1243">Howick Associates</td> <td data-bbox="963 1215 1495 1270">Market research, book content development and writing, marketing planning, direct mail, publicity</td> </tr> <tr> <td data-bbox="743 1285 927 1312">Luttig Law Office</td> <td data-bbox="963 1285 1338 1339">Positioning, web site development/design/content, SEO</td> </tr> <tr> <td data-bbox="479 1354 927 1409">Schauer Performing Arts Center (Hartford, WI)</td> <td data-bbox="963 1354 1458 1409">Market research, strategic planning, marketing plan development/writing</td> </tr> <tr> <td data-bbox="495 1423 927 1478">Treinen Farm ~ Corn Maze and Pumpkin Patch</td> <td data-bbox="963 1423 1487 1478">(Current) Audience analysis, marketing planning, web development/content</td> </tr> <tr> <td data-bbox="618 1493 927 1547">UW Institute for International Development</td> <td data-bbox="963 1493 1495 1547">Market research, positioning, marketing planning, marketing communications content development</td> </tr> <tr> <td data-bbox="500 1562 927 1589">UW Small Business Development Center</td> <td data-bbox="963 1562 1159 1589">(Current) Lecturer</td> </tr> <tr> <td data-bbox="492 1604 927 1659">WARF UpStart Program for Minority and Women's Entrepreneurship</td> <td data-bbox="963 1604 1159 1631">(Current) Lecturer</td> </tr> <tr> <td data-bbox="475 1673 927 1701">Wisconsin Education Association Council</td> <td data-bbox="963 1673 1446 1728">Marketing plan development/writing, organizational development, agency sourcing</td> </tr> <tr> <td data-bbox="592 1743 927 1770">Women's Philanthropy Institute</td> <td data-bbox="963 1743 1442 1864">Marketing plan development/writing, represented WPI as speaker at Association of Fundraising Professionals and Council for Advancement &amp; Support of Education conferences</td> </tr> </tbody> </table>	PARTIAL CLIENT LIST	SAMPLE PROJECTS	Advantage Home Care	Positioning, brochure design/content, web site development/design/content	Affordable Family Insurance	Positioning, web development/design/content, SEO	Chamberlain Research	Market research	CleanTech Partners	Market research, positioning, copy writing, web site development/content, marketing planning	Community Business Bank (Sauk City, WI)	Market research, positioning	Ellyn Satter Institute	(Current) Mission development, positioning, marketing planning, marketing communications content development, agency management	Family Service Madison	Strategic planning, positioning, marketing plan development/writing; video script development; public relations	Fromagination	Positioning	Hellenbrand, Inc.	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<p>Wisconsin Milk Marketing Board</p> <p><b>Director of Marketing Services</b></p> <p>Madison, WI 1989-1999</p>	<p>Led product teams in development, implementation, and evaluation of national and regional marketing communications strategies and programs for Wisconsin dairy products to consumer and trade audiences, within \$7M budget. Developed and managed advertising in television, radio, and print. Planned and coordinated promotions, utilizing purchase incentives, point-of-sale materials, and media support. Oversaw public relations efforts. Initiated and oversaw market research.</p> <p>Earned category and best-of-show awards from BPAA, NAMA, and Madison AdFed. Honored with Marketer of the Year Award from Madison chapter of American Marketing Association.</p>																		
<p>Pope &amp; Talbot, Inc.</p> <p><b>Manager, New Products</b></p> <p>Eau Claire, WI 1988-1989</p>	<p>Managed launch of company's first national consumer brand into an underdeveloped, growing, health and beauty aids category with national theoretical budget of \$36M. Developed three-year marketing and sales plan, including volume and spending projections; presented programs to corporate board of directors; readied product for introduction into test market. Developed package design and consumer and trade advertising, promotions, and public relations programs. Initiated market research and tracking studies.</p>																		
<p>Shulton USA</p> <p><b>Associate Product Manager</b></p> <p>Clifton, NJ 1986-1988</p>	<p>Managed \$60M OLD SPICE® fragrance business. Developed, executed, and evaluated national and regional consumer and trade support programs, within \$9M budget, e.g., sampling, media-delivered coupons, refunds, and point-of-purchase buying incentives and display materials, on-pack promotion, print and POP advertising, and national trade deals. Coordinated packaging and production planning. Participated in copy and media strategy development, research, and analysis. Initiated market research and analysis.</p>																		
<p>Prior to 1986</p>	<p>Mayfair Games, Chicago, IL, 1984-1986, <b>Marketing Manager.</b></p> <p>The Quaker Oats Company, Chicago, IL, 1983-1984, <b>Marketing Assistant.</b></p> <p>Alpha Audio Visual Inc., Cincinnati, OH, 1980-1981, <b>Sales Representative.</b></p> <p>Telephone Marketing Services, Cincinnati, OH, 1979-1980, <b>Sales Representative.</b></p> <p>Hamilton County Local Schools, Cincinnati, OH, 1977-1979, <b>Teacher</b>, English and Psychology (7-12).</p>																		
<p>SPEAKING EXPERIENCE</p>	<table border="1"> <thead> <tr> <th>CLIENT</th> <th>TOPICS(S)</th> </tr> </thead> <tbody> <tr> <td>Exhibitor Source</td> <td>Pre-Show Promotion</td> </tr> <tr> <td>Hellenbrand, Inc.</td> <td>Winning the Yellow Pages War</td> </tr> <tr> <td>UW-Madison SBDC</td> <td>Marketing Essentials, Promoting Your Product or Service, Successful Direct Marketing</td> </tr> <tr> <td>WARF UpStart Program for Minority and Women's Entrepreneurship</td> <td>Marketing Essentials</td> </tr> <tr> <td>UW-Madison Executive Institute</td> <td>Marketing Tactics</td> </tr> <tr> <td>UW-Madison, Platteville, Whitewater, Agricultural Journalism Dept., Business School</td> <td>Marketing, Positioning, Advertising</td> </tr> <tr> <td>Governor's Conference on Tourism</td> <td>Niche Marketing</td> </tr> <tr> <td>Association of Fundraising Professionals, Council for Advancement &amp; Support of Education</td> <td>Women's Philanthropy from the Perspective of Generational Cohorts</td> </tr> </tbody> </table>	CLIENT	TOPICS(S)	Exhibitor Source	Pre-Show Promotion	Hellenbrand, Inc.	Winning the Yellow Pages War	UW-Madison SBDC	Marketing Essentials, Promoting Your Product or Service, Successful Direct Marketing	WARF UpStart Program for Minority and Women's Entrepreneurship	Marketing Essentials	UW-Madison Executive Institute	Marketing Tactics	UW-Madison, Platteville, Whitewater, Agricultural Journalism Dept., Business School	Marketing, Positioning, Advertising	Governor's Conference on Tourism	Niche Marketing	Association of Fundraising Professionals, Council for Advancement & Support of Education	Women's Philanthropy from the Perspective of Generational Cohorts
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<p>COMMUNITY EXPERIENCE</p>																			
<p>First Unitarian Society</p> <p>Dean Medical Foundation</p> <p>Madison Folk Music Society</p> <p>Big Brothers / Big Sisters</p>	<p>President. Vision 2000 team leader; developed ten-year strategic vision and plan. Cabaret/Auction co-chair. Delegate to Unitarian Universalist Association General Assembly. Lay minister. Wedding officiant. Teacher. Curriculum developer. Lead advisor for high school youth group.</p> <p>Member, board of directors. Led positioning, fundraising, board training efforts.</p> <p>Member, board of directors. Folk Music Festival organizer. <i>MadFolk News</i> editor.</p> <p>Big sister.</p>																		

**EDUCATION**

<p>JL Kellogg Graduate School of Management, Northwestern University Evanston, IL</p>	<p>Master of Management degree in marketing, organizational behavior, and strategic planning. Active in Graduate Management Association, Women in Management, <i>The Merger</i> (Arts Editor), Kellogg Alumni Admissions program, and Special K Revue.</p>
<p>Northwestern University Evanston, IL</p>	<p>Bachelor of Arts degree in English composition, literature, and education; related studies in psychology. Nominated to Advanced Creative Writing Program; received Edwin L. Shuman Award for excellence in creative composition.</p>
<p>PROFESSIONAL AFFILIATIONS</p>	<p>Wisconsin Women Entrepreneurs; Madison Area Business Consultants; American Marketing Association; Business Networking International.</p>
<p>PASTTIMES</p>	<p>Swimmer, writer, music enthusiast, photographer, moviegoer, and thespian. Active in First Unitarian Society, Madison Actors Lab, Stratford Seminar Society, Madison Folk Music Society.</p>