

Professional CV: D. WENDAL ATTIG

Phone: 719.505.8581 or: Cell: 727.251.9329 Email: <mailto:D@AdvancedSmallBusinessMarketing.com>

MARKETING LEADERSHIP EXPERIENCE

Advertising/Marketing Agency and Client-side leadership serving a full spectrum of marketing issues and challenges across a broad array of industries, including economic development,, amusement destinations, real estate development, energy, travel, sports television syndication, automotive, alternative fuels, banking, food service, retail, and architecture.

- CEO/Founder - Advanced Small Business Marketing - Mobile and Online Marketing Agency
- President/Chief Persuasion Officer- The Advisory Team -Marketing Consultants
- VP-Chief Marketing Officer- Gold Hill Mesa Partners, LLC- Community Development
- President -The Advisory Team -Marketing Consultants
- Director of Advertising and Marketing Communications, Florida Power Corporation - Fortune 250, Investor-Owned Electric Energy Conglomerate.
- VP/Creative Director Martin Advertising - \$42-Million National Retail Automotive Ad Agency
- VP Brennan Ackermann & Associates - \$18-Million Regional NY Advertising Agency

CORE COMPETENCIES

- Certified - Search Engine Optimization
- Mobile Marketing Strategist and Implementation
- Innovative Marketing Communications and Public Relations Strategy, Planning and Tactical Execution
- Multi-Disciplined Traditional and Internet/Social Marketing
- Traditional and Online advertising Designer
- Crisis Communications and Operations Strategies
- Marketplace Opportunity Identification & Analysis
- Influential Advisor to Executives and Teams

Offering your organization the best opportunity to convert curiosity into connections that engage prospects and support bottom-line business growth.

SELECTED ACCOMPLISHMENTS

The Advisory Team, Colorado Springs, CO , 2008-to-2011

- Developed multiple brand identity campaigns including internal and external roll-outs
- Multiple new-product and service development, positioning strategies and marketing plans
- Built 2 new business ventures from concept to national launch in less than six months with a core team of three.
- Secured national alliance partnerships with more than a dozen companies
- Published Author of book on Brand Positioning and another title on Mobile Marketing

Gold Hill Mesa Partners, LLC, Colorado Springs, CO, 2006-2008

- Led development of multi-channel marketing and media campaign which increased unique on-line visitor traffic by 917% within 90-days.
- Developed and launched comprehensive brand identity, standards and implementation program to ensure continuity of brand identity, personality, tone and positioning initiatives by the developer and co-branding partners.

- Designed and implemented off-site sales seminar series to reposition complex environmental perceptions, resulting increase of 20% in agent sponsored purchase transactions.
- Developed innovative on-site tour to experiential engage consumers, reporters, business leaders, co-promotion partners, investors, environmental activists and political leaders in the full scope of the concept resulting in the creation of an army of viral brand marketers.

The Advisory Team, Inc., Largo, FL 1994-2006

- Engineered, guided and contributed to 100- 300% annual increase in sales for clients using BrandFactors™, a proprietary process for assessing branding strengths for companies.
- Directed multi-channel branding initiatives for as many as 15 clients simultaneously, while managing new business sales presentations, creative direction, new product development and marketing.

Florida Power Corporation, St. Petersburg, FL 1990- 1994 (now Progress Energy Corporation Fortune 250)

- Conducted a successful advertising agency search and selection, resulting in \$100,000+ per year savings to the company.
- Developed and executed an industry-acclaimed brand repositioning campaign for the company, resulting in significant improvement in 22 of 26 customer opinion research categories.
- Reduced project response time by 50% by educating internal client base, and reforming agency response timing.
- Produced direct marketing campaign to push the company's DSM/conservation program to 69% market penetration
- Developed national promotional program that resulted in 66% increase in relocation "A" quality leads for the company's Economic Development initiatives.

EDUCATION AND PROFESSIONAL DEVELOPMENT

- Western Kentucky University, BA degree program; Broadcast Production Major, Advertising Minor
- Canterbury University, BBA-Marketing
- Department of Defense Information School, Honor Graduate, Radio and Television Broadcasting
- Wharton School of Business, Retail Marketing
- Honorable Discharge, USAF

ADDITIONAL COMPANY INFORMATION & CLIENT TESTIMONIALS:

Business Website: <http://AdvancedSmallBusinessMarketing.com>

Please Review Testimonial References at Page Bottoms

LinkedIn Profile:

http://www.linkedin.com/profile/view?id=23938862&authType=name&authToken=qdl1&locale=en_US&pvs=pp&trk=ppro_viewmore

Please see recommendations under each place of employment

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