

Jeff Cleveland
11542 Ellis Road
Saint Jacob IL 62281
(618) 406-1534
JeffreyFCleveland@gmail.com

Resume Summary:

Knowledgeable, energetic marketing executive with extensive background in communications, marketing plan development, database management, video, direct mail, advertising, incentive programs, and training.

Employment History:

Business Analyst, Empire Comfort Systems Inc., 4/18 to 5/20

Designed and managed product databases. Created system to allow product managers to compare sales data and margins by line and by market. Maintained pricing structures for several brands. Learned VBA for Excel and Access to create interactive price lists which reduced customer demand for printed price lists. Special projects included designing and implementing secure programs for Peer Review, Purchasing Prioritization, and Sales Forecasting.

Marketing Manager, Empire Comfort Systems Inc., 1/03 to 4/18

Managed marketing staff and coordinated projects with outside vendors. Responsible for all print and digital communications to support seven brands. Developed product positioning, marketing campaigns and incentive programs to support product launches. Monitored web site KPIs. Initiated cross-functional team to assemble and test new products before release. Trained employees on new products, software, and company processes. Developed exhibits for five national trade shows each year and supported sales representatives working regional shows. Served as chairman of the Communications, Statistics, and Barbecue committees for the Hearth Patio and Barbecue Association.

Market Development Specialist, Clemco Industries, Washington, Mo. 8/91 to 12/02

Researched markets for new products and new applications for existing products. Initiated company's first direct marketing efforts, including managing distributor and customer databases. Generated all corporate communications – print and digital.

Created the company's first customer incentives which increased sales 21 percent overall, and 26 percent among participating distributors. Compiled and edited a training guide for abrasive blasting that spurred lead generation. Created lead tracking system to reduce inquiry response time from days to under a minute.

Wrote and implemented a marketing plan to transition from a manufacturing mindset to a market-driven one and positioned the company for growth – leading to a makeover of the company's corporate identity.

Senior Creative Supervisor, Maritz Motivation Company, St. Louis, Mo. 11/87 to 8/91

Met with clients in sales situations to develop incentive programs and communications. Wrote, produced, and presented proposals and creative packages. Directed the efforts of artists, writers, trainers, and computer programmers to meet clients' needs and budgets. Managed the day-to-day operations of multiple corporate incentive programs.

Assistant Director of Public Relations, Fontbonne College, St. Louis, Mo. 9/84 to 11/87

Wrote articles and edited copy in support of award-winning alumni publications.

Reporter/Photographer, Waterloo Republic-Times, Waterloo, Ill. 6/84 to 9/84

Covered city and county governments.

Freelance Writer and Photographer, 1982 to 1987

Created photographs and copy for various clients. Worked St. Louis Globe-Democrat copy desk.

United States Marine, 1/76 to 1/80

Air control operator for Tactical Air Command Center.

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Education:

***Bachelor of Science in Mass Communications
Southern Illinois University at Edwardsville, 6/84***

Majored in print journalism, with minor in television and radio production, plus courses in science and engineering.

Additional Studies:

Writing Warnings and Manuals, University of Michigan at Ann Arbor. (One week seminar in 2004)

Relational Database Design (Microsoft Access), Southwest Illinois College, Spring 2002

Strategic Selling and Advanced Strategic Selling (1988 & 1990), corporate sales training program on identifying buying influences, addressing their concerns, and closing the sale.

Communication Skills and Team Leadership Workshops (1987, 1989, and 2005).