

EXECUTIVE SUMMARY

- 15+ years' experience creating, directing and managing the development of highly engaging, highly effective marketing, branding and media solutions
- Consumer, business-to-business and non-profit experience serving the high-tech, environmental, sustainability, health care, retail, food & beverage, education, finance and entertainment sectors
- Provides exceptional value by contributing visionary, entrepreneurial leadership plus hands-on execution
- Rare-breed marketing pro - writer, designer, strategist, publicist - delivering brand strategy, copywriting, graphic design, media relations, social marketing and other critical communications
- Big brand experience producing marketing for Microsoft, AT&T, Kodak, Del Monte, Home Depot, Safeway, Cisco, Blue Shield, Dos Equis, Kaiser Permanente, Gateway, Disney, UPS and Toyota
- Performs with energy, enthusiasm and an unwavering dedication to excellence

SIGNATURE SKILLS

- **Branding** - Building, championing and enriching brands through strategic and distinctive positioning
- **Messaging** - Writing creative, credible and compelling marketing copy in print and on-line
- **Design** - Producing visually stimulating marketing communications from concept to completion
- **Community** - Engaging customers and constituents through social media networks and other outreach
- **Publicity** - Garnering positive, high-profile print, broadcast and web press coverage
- **Web** - Leading new site planning and architecture; Maintaining and updating day-to-day content
- **Management** - Mentoring, motivating and empowering staff; Maximizing team performance
- **Relationships** - Pitching and winning new business; Managing client and vendor relationships

EXPERIENCE

Director of Communications and Brand Marketing

Scientific Certification Systems
Emeryville, CA | 2009

Led branding, marketing and media relations for international environmental sustainability certification firm serving the climate change, green building (LEED), fair trade, food and agriculture, fisheries (Marine Stewardship Council), forestry (Forest Stewardship Council) and retail sectors (Home Depot, Safeway). Created marketing, advertising and event strategies. Managed budgets, schedules and vendors. Supervised design, PR and trade show staff.

Major Achievements:

- Led corporate web site redesign and rewrite for greater usability and SEO rankings
- Enhanced corporate branding and marketing through strategy, messaging and design upgrades
- Enriched VeriFlora Sustainably Grown floral brand by introducing a preferred retailer program, enhancing brand identity and upgrading packaging, labeling and sales collateral
- Initiated program to advance participation in thought-leadership conferences

Communications Director

Pacific Forest Trust
San Francisco, CA | 2004–2009

Led branding, marketing, media and donor relations for EPA award-winning forest conservation, policy and climate change organization. Managed budgets and schedules. Wrote, designed and managed production of all publications. Produced fundraising events and conferences. Managed budgets, schedules and vendors. Supervised PR and communications staff.

Major Achievements:

- Played pivotal role advancing the organization from a regional player to national leader
- Helped double revenue, triple staff size and expand program reach and efficacy through communications leadership
- Garnered high-profile print, TV, radio and online press coverage in *Wall Street Journal*, *LA Times*, *People Magazine*, PBS, National Public Radio and Yahoo News
- Initiated and launched social media outreach with news blog, e-newsletter, YouTube channel and Twitter feed
- Produced five increasingly successful annual fundraising galas generating a 100% increase in attendance and proceeds; Produced landmark California Forest Futures conference in conjunction with UC Berkeley
- Led redesign of brand identity and web site (Summer 2010 implementation)

Creative Director / Founder

Waterseed Marketing
San Rafael, CA | 2002–2004

Founded and led one of the first Bay Area marketing agencies dedicated to promoting *Lifestyle of Health and Sustainability (LOHAS)* and *Corporate Social Responsibility (CSR)* business endeavors. Led business development activities. Managed project budgets, resources and schedules. Provided copywriting and design services. Supervised account management staff and external network of contractors and vendors.

Major Achievements:

- Created branding, web site and marketing collateral for nation’s first green business brokerage, The Evergreen Group
- Enhanced brand identity and led web site redesign and rewrite for clean-tech venture capital firm, Nth Power
- Developed launch branding (name, tagline, identity) for California’s first green realtor, Green Key Real Estate
- Produced advertising, direct response, promotions, multimedia marketing and more for Home Depot, Chevys, Sunnyside Nursery, UPS, British Airways, Semifreddi’s, Bridgeway Media and Developmental Studies Center

Associate Creative Director / Brand Strategist

Cymbic Interactive + Profile Design
San Rafael, CA | 2000–2002

Served in two leadership capacities for multi-division high-tech digital marketing and design agency. Produced brand strategy reports, competitive analysis and creative briefs. Wrote copy for web sites, interactive advertising and marketing collateral. Pitched and sold new business. Co-managed key accounts. Directed staff designers and web engineers. Hired and managed contract writers.

Major Achievements:

- Led, managed and created large-scale branding, naming, identity, marketing collateral and web site projects for UTStarcom, Charter Home Cable, National Institute of Science & Technology, KickFire, Iospan Wireless and Regale

Marketing Communications Consultant

San Francisco, CA | 1998–2000

Provided branding and marcom services to agencies Grey, Real Branding, Highway One and Kimball Group.

Major Achievements:

- Led online strategy and wrote all content for original Dos Equis web site
- Branded Vyvo Wireless and BoostWorks with new web sites, advertising and trade show marketing
- Wrote advertising, point-of-purchase, channel marketing, promotions and more for Pete’s Wicked Ale, Gallo Winery, Gateway, MTV Interactive and iPrint.com

Copywriter

McCann-Erickson
San Francisco, CA | 1997

Staff writer with leading consumer advertising agency.

- Created launch campaign for Del Monte Fruit Smoothies
- Wrote and directed radio ads for AT&T and Safeway

Copywriter

Cohn & Wells
San Francisco, CA | 1996

Staff writer with leading direct response advertising agency.

- Developed consumer and B2B print, direct mail and online advertising for Microsoft, Cisco and Blue Shield

Copywriter

TMP Worldwide
San Diego, CA | 1994–1995

Staff writer with leading corporate communications agency.

- Wrote for Kodak, Kaiser Permanente, Qualcomm, Toyota, Kia Motors, UC Irvine and Disney

EDUCATION

University of California, Riverside | 1993
Bachelor of Arts | Theatre and Marketing

TECHNOLOGY

- Design - InDesign, Photoshop, Illustrator
- Database & Outreach - eTapestry, Filemaker, Constant Contact, Green Media Toolshed, Vocus PR
- Social Media - Facebook, Twitter, YouTube, Blogger, Flickr
- Web - Dreamweaver, SquareSpace, CMS, Basic HTML
- Office - Word, Acrobat, PowerPoint, Excel

“Randall is a smart, passionate and conscientious pro whose strategic thinking, creative messaging and stylish designs help elevate brands.”

– Chris Bartle, President
Green Key Real Estate

“Randall is one of the most creative messaging and marketing guys around with a remarkable talent for putting big ideas into words that resonate.”

– Chris Kenton, President
Cymbic Interactive

“Randall is a top-notch professional. He is creative, sharp and competent. This is a guy to which you’d want to hitch your train!”

– Annie Gardiner, President
Green Penguin Communications