

c. christopher dwight

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overview & objective

I have one professional passion: *Consumer communications*. For 20 years, I have devoted my career to branding and marketing, aiming to understand the important facets that affect a company's ability to create a relevant voice and communicate with consumers. My objective is to use my strategic management, branding, marketing, and consulting experience to provide critical insight and germane communication programs to fulfill the branding and consumer communication goals of an organization.

summary of qualifications

- ↘ 20 years of strategic management, marketing, and consulting experience
- ↘ Excellent strategic skills including branding, marketing, market & competitive assessments, and long range business and budget planning
- ↘ Specialize in designing innovative and useful processes to win new business (RFPs) or retain current clients
- ↘ Strong team management skills and the ability to turn corporate directives into action
- ↘ Outstanding quality of work; results and detailed-oriented
- ↘ Proficient to expert in most business software such as MS Office, iWork, Photoshop, InDesign, MovieMaker, and others
- ↘ Expertise in preparing and conducting presentations

relevant business experience

revolutions per minute consulting, mission viejo, california

aug 2007-present

Owner/President

- ↘ A consultancy focused on strategic business planning, brand and communication strategy, and expert proposal writing
 - ↘ Provided strategic consulting services to agencies for a diverse range of clients from automotive, experiential marketing, telecommunications, entertainment, fine art, and video gaming industries
 - ↘ Developed comprehensive business plans and/or strategic analyses for World Marketing Group, Synovate, Soc. of African American Heritage
 - ↘ Wrote comprehensive branding and marketing proposals including RFPs for T-Mobile, Hyundai, Toyota, Honda, Ford, and Auto Nation
- Results*
- Devised the strategic foundation or proposal theme that has moved every RFP submission to the final round or won the business for RPM partners
 - Authored a primary research report for Synovate that resulted in additional budget from Toyota for more frequent studies in the area of interest
 - Developed powerful branding programs and processes for both established and start-up companies in industries such as automotive, entertainment, and telecom

feel better network.com, irvine, california

dec 2008-feb 2010

Chief Strategy Officer

- ↘ Crafted the branding and strategic marketing direction and growth plan for FeelBetterNetwork.com, an online healthcare resource
 - ↘ Developed the 5-E marketing methodology as the foundation for FBN.com's communications platform
 - ↘ Managed planning functions such as industry, situation, and competitive analysis, consumer segmentation, and brand positioning
 - ↘ Managed all marketing functions including advertising, social & online media, press programs, and CRM
- Results*
- Consumer strategy and marketing launch resulted in a targeted soft launch that generated over 50,000 visitors in the first 3 months
 - Thorough strategic assessment lead to locating the most likely FBN users resulting in a 80% increase in the "Growing Up" cohort group
 - 5-E methodology resulted in the Learn. Connect. Feel Better. tagline and brand map, intelligently guiding consumers through the brand experience

global auto systems, irvine, california

mar 2004-aug 2007

Director, Global Consulting & Research

- ↘ Managed consulting and research practice for Global Auto Systems, an international automotive consulting firm
 - ↘ Managed strategic analysis focusing on competitive market assessments (global product and sales information)
 - ↘ Acted as competitive product and industry information expert for various Global Auto Systems clients including Hyundai, Kia, and Toyota
 - ↘ Coordinated global corporate executive roundtables in N./S. America, Europe, China, and emerging markets
- Results*
- Effectively created strong client rapport with all GAS clients including Hyundai and Kia executives in S. Korea and U.S. operations
 - Created new market assessment and reporting formats utilizing extensive forecasting and market data
 - Write insightful published articles that increased interest in Global Auto Systems consulting services

young & rubicam advertising / wunderman, irvine, california

may 1999-feb 2004

Competitive Insights Manager, Lincoln, Mercury, Jaguar, and Land Rover brands (September 2001-February 2004)

- Created the Competitive *INCITE* strategic planning tool, an all-new discipline area focused on detailed competitive product information, automotive industry intelligence and competitive insights
- Utilized industry news, syndicated data tools (such as R.L. Polk and Competitive Media Reporting), and research to provide strategic forecasts for competitive products and media spending
- Provided management and strategic support for more than twenty Ford Motor Company vehicle lines and future product launches
- Developed *Automotive 101 & 201* training courses which trained agency and client teams about automotive industry

Results

- Within one year, generated over 1,000 users for the Competitive *INCITE* tool from agencies and Ford Motor Company divisions all over the world
- Tracked media spending, sales, future product, and product features for over 150 competitive models
- Worked with clients to refocus Lincoln, Mercury, Jaguar, and Land Rover communications in an effort to coordinate media spending against competitive actions
- Clients stated training course "substantially improved agency and client understanding of automotive industry, and assisted client planning teams in understanding class-leaders in areas such as Product Development, Engineering, Production, and Consumer Relations."

Launch Team Leader (Account Director), Mercury Division, Mercury Marauder Launch (May 2001-May 2002)

- Created the launch strategy and implemented 360° marketing communications plan for all-new vehicle
- Managed team of 25 from across all marketing functional areas including advertising, CRM, interactive, events, media, and strategic alliances
- Implemented newly devised *Key Client Initiative (KCI)* project management format
- Utilized the episodic marketing approach to create an unique and effective communications plan

Results

- With a very limited budget (under \$5MM), the launch generated over 140,000 "handraisers", the most ever by a Mercury division launch initiative
- Created a very successful strategic alliance plan with Primedia and Speed Channel to extend reach beyond traditional advertising outlets
- Created two successful (top 5 on Speed Channel) feature length Mercury Marauder television shows that were then retasked on to DVDs and distributed to 140,000 handraisers; an industry first

Account Supervisor, Interactive & Online Advertising (November 2000-May 2001)

- Managed all of Mercury division's online presence including Mercuryvehicles.com and online media presence

Results

- Integrated the Internet/Interactive discipline with other discipline areas to assist in creating 360° marketing solutions for clients; a departmental first
- Developed a highly efficient planning process for the Mercury Mountaineer internet launch resulting in creation of over 100 ad units in two months

Account Supervisor, National Advertising (May 1999-December 1999)

- Managed Mercury division's national advertising during the critical 2002 Mercury Mountaineer and 2000 Mercury Sable launches as well as overall brand repositioning

Results

- Lead the team responsible for at least 10 percent increases in Advertising Awareness, Advertising Recall, Overall Opinion, and Buying Consideration
- Managed the 2002 Mercury Mountaineer national advertising launch plan resulting in Mountaineer's best sales year ever
- Created the Brand Team Status meetings that provided monthly marketing information such as media spending, MATM reporting and BDI/CDI analyses

ford motor company, lincoln mercury division irvine, california

dec 1999-dec 2000

Marketing Communications Manager, Ford Motor Company, Mercury Division

- Managed all branding and marketing communications for Ford Motor Company's Mercury Division including overseeing all fiscal financial budgets (~\$200MM)
- Coordinated consumer communication efforts between marketing communications, brand management, product development, and regional marketing teams to ensure consistent Tier 1 and Tier 2 brand messaging for the Mercury brand

Results

- Responsible for managing Mercury's brand repositioning including separating the brand from the Lincoln brand
- Successfully managed the launch and post-launch sustain period for the 2000 Mercury Sable and 2002 Mercury Mountaineer vehicle lines
- Per Mercury management, created "a superb working relationship between Marketing Communications and Vehicle Line Management teams."

relevant business experience (cont.)

muse cordero chen & partners, los angeles, california **nov 1990-jan 1994/oct 1996 may 1999**

Senior Manager (Account Supervisor), American Honda Motor Company

- ↘ Coordinated all strategic direction and multicultural-targeted advertising for Honda division
- ↘ Managed the Honda Campus All-Star Challenge (HCASC) corporate image program

Results

- Increased Honda budget by 20%; streamlined account expenditures
- Obtained new business from Honda (Dealers, Diversity, and Corporate Communications)
- Developed new buyer consideration hypothesis for Honda African-American target customer (PSV Standard)

Account Executive, American Honda Motor Company

- ↘ Coordinated the Honda Campus All-Star Challenge corporate image program, a image campaign toward historically Black colleges
- ↘ Executed Honda's multicultural advertising campaigns

Results

- Created and implemented a revised process management plan for HCASC program which resulted in positive brand image amongst African American consumers to increase every year
- Revised management plan streamlined program management and created budget efficiencies that were reallocated to other advertising programs
- Staffed the HCASC television program which aired on BET

education

university of san francisco

- ↘ Bachelor of Science, Business Administration-Marketing

knowledge tools highlights & professional memberships

- ↘ Strategic Vision and Martiz New Vehicle Consumer Surveys
- ↘ Automotive OEM research, consumer segmentation studies & forecasting reports
- ↘ JD Power PIN, consumer research, and forecasting
- ↘ R.L. Polk reports
- ↘ TNS Automotive (Allison-Fisher) image studies
- ↘ Millward-Brown, Forrester, and other syndicated research studies
- ↘ Member: Automotive Management Professionals
- ↘ Member: Strategic Business & Competitive Intelligence Professionals
- ↘ Member: Consultants Network
- ↘ Member: Future Trends Network

personal highlights

- ↘ Devoted my career to the marketing industry
- ↘ Intense automotive and racing enthusiast; very well versed in all things automotive
- ↘ Strong entrepreneurial spirit; took initiative to develop new discipline areas and/or useful strategic tools at every level of my career
- ↘ Expert at developing innovative marketing processes that provide information and teach others about key issues across various industries
- ↘ Excellent writing skills; expert business plan, proposal, and presentation writing experience
- ↘ Proficient knowledge of most computer business software systems including MS Word, Excel, PowerPoint, and others

references

Additional references available upon request or visit my profile www.linkedin.com/in/christopherdwight

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