

JASON HARTRICH

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Resourceful Marketing Strategist with ten years of providing overall directions, coordination and implementation of marketing projects ensuring consistency with company strategy, policy and goals. Decisive strategist with a track record of increased revenue and customer base, extensive experience with brand management, advertising marketing initiatives, grant writing, collateral development, corporate communications and creative direction.

CORE COMPETENCIES

B2B and B2C Account Management • Marketing/Communication Strategies
Market and Performance Research • Brand Development • Product and Service Marketing
Crisis Communication • Grant Writing • SEO Copywriting • Budget Administration
Project Management • MRM – Automation System • Collateral Development/Tracking
Print/Graphic Design Vendor Relations • Keynote Speaker • Team Leadership

PROFESSIONAL HISTORY

Consultant Services, Los Angeles, CA (5/2010 to Present)

Project Manager/Direction

Consulting projects in marketing communications, public relations and event coordination in the healthcare, not-for profit, entertainment and government sectors. Clients include – Make-A-Wish Foundation, United Health, Nevada Care, Stereo D, AeroVironment, Walt Disney, and Silver & Freedman Attorneys.

- Work with in-house project team to lead initiatives from conception to implementation, monitoring progress-using reporting and tracking systems and updating with bi-weekly reporting system.
- Establish and manage relationships with third-party vendors and public relations agencies maintaining integrity of the organizations brand, mission and project goals.
- Author of government grants to educate minority and other socio-economic groups per grantor objectives.
- Research business and consumer behaviors; recommend specific solutions incorporating organizations short and long-term goals by using Google Analytics and market segmentation tools.
- Coordinate industry trade shows attendance with booth logistics and update marketing collateral along with managing training sessions with Webinars and in-house sessions.

MAIN STREET PICTURES, INC., Hollywood, CA (1/2007 to 5/2010)

An entertainment company that develops feature film, TV and new media projects.

Director of Marketing Communications

Oversaw all marketing projects and implementation of project, goals and deliverables, including corporate branding and positioning. Defined market segments and executed marketing plans, leveraging partnerships. Managed a cohesive brand image for MSP and animation projects, developed and executed project objectives along with work virtually with creative consultants/print houses throughout the life-cycle of the projects, including the development of budget proposals and budget administration.

Key Accomplishments:

- Leveraged relationships with the media and online outlets to create the “buzz” for an online Seth MacFarlane project, which increased website viewership by utilizing Google AdSense – new media.
- Authored a \$3 million USAID grant for an animation comic book.
- Compiled market performance research for future animation feature projects to forecast profitability.
- Utilized marketing automation system (MRM) to streamline marketing collateral projects and implemented quality control measures to ensure an on-time and on-budget delivery.

UNIVERSITY OF NEVADA, SCHOOL OF MEDICINE, Las Vegas, NV (5/2004 to 1/2007)

Marketing and Communications Manager

Developed and executed cutting edge marketing/communication plans, reintroducing the treatment services, of the Nevada Tobacco Users’ Helpline. Instrumental in the development of brand image which included logo,

promotional collateral, marketing strategies and building relationships with key community stakeholders. Authored communication materials, including newsletter articles, press releases, brochures, proposals and website content.

University of Nevada, School of Medicine – Continued

Marketing and Communications Manager

Key Accomplishments:

- Increased patient base by 70% and surpassed grant goals by 121% by repositioning the Helpline.
- Utilized my network to partner with Blue Cross, Blue Shield, Pfizer, NASCAR, Station Casinos, Southern Nevada Health District and the Susan G. Komen Foundation to promote medical consultations along with Banyon Communications on a CDC national online campaign and community – www.1800QuitNow.org yielding promotional dollars at no cost to the Helpline.
- Lobbied to pass proposition #5 to cease smoking in establishments frequented by children under age of five.
- Managed development of a patient information database and MRM system to streamline trafficking and development of materials while ensuring consistency of materials with branding/policy guidelines.

DISCUS DENTAL, INC., Los Angeles, CA (6/2002 to 3/2004)

A company that offers endodontic and oral hygiene products.

Online Marketing Manager, Media Services Group

Coordinated the marketing development of the design of an online store website, which involved user-friendly design; search engine optimization techniques to increase organic lead generation and content of website. Executed email campaigns and promotions. Took advantage of new industry trends and opportunities. Used database-tracking tools to measure and analyze the results of online marketing.

Key Accomplishment:

- By using my contribution to the website; Discus Dental increased online sales by 25% within the first year.
- Attended trade shows promoting the Discus Dental brand along with promoting the new consumer website.

Regional Communications Manager

Created cross-promotions for a variety of dental products and rollouts; used media impressions systems, such as CisionPoint/Bacon and Lexis Nexis to capitalize on newsworthy stories. Submitted news copy through News Wire, Media Distribution Services and editorial calendars. Originated comprehensive marketing plans and utilized creative briefs to implement strategies.

Key Accomplishments:

- Promoted from Regional Communications Manager to Online Marketing Manager.
- Increased revenue by 50% by executing direct mail, TV, radio, and print ad campaigns along with the development of Zoom Whitening marketing collateral for dentist offices.
- Managed marketing creative budgets of up to \$500,000.

CERRELL ASSOCIATES, INC., Los Angeles, CA (5/2001 to 6/2002)

A public relations agency that provides political and government relations consulting services.

Account Executive/Office Manager

Developed PR strategies to re-elect city council member and judges. Wrote and pitched press releases for special events. Created all invitations, programs and signage for events. Managed office, providing administrative oversight and intern supervision.

EDUCATION AND RECOGNITIONS

Masters of Business Administration – Emphasis in Strategic Leadership

Amberton University, Dallas, TX

Bachelor of Arts in Communication – Emphasis in Marketing and Urban Planning

State University of New York at Buffalo, Buffalo, NY

Awards and Affiliations

- Recipient of Cambridge Who's Who 2008-2009 Honoree
- Recognition from Centers for Disease Control for marketing materials targeting minority groups in Nevada
- American Marketing Association (AMA) – Member – Southern California and Orange County
- Public Relations Society of America – Member – Los Angeles, CA and Las Vegas, NV
- Alumni Mentoring Program – Mentor – SUNY at Buffalo, Buffalo, NY