

Marketing Strategist and Implementer

Linkedin: www.Linkedin.com/in/GaryZenker ♦ Website: www.GaryZenkerOnline.com

PROFESSIONAL PROFILE

Award-winning marketing strategist and implementer. Outstanding results in corporate positioning, branding, and competitive analysis, with a strong track record of driving consistent, sustainable sales and profitability increases.

KEY ACCOMPLISHMENTS SUMMARY

- **Increased sales by 130%** in 18 months, placing the program and all reps into the top 10% of programs nationwide.
- **Increased product sales by 100% each** in six months and 20% company-wide by redirecting pharma marketing efforts.
- Redesigned storefront/ point-of-purchase elements, **increasing sales 100%** to over \$1 million dollars a month.
- **Doubled in-house referrals and resulting sales** in three organizations through innovative sales programs.
- **Cut operating expenses by \$500,000** year one and \$300,000 ongoing through product analysis & redesign
- Developed 60 corporate partnerships with more than 10,000 targeted customers over a two-year period.

AREAS OF EXCELLENCE

- Marketing Plan Creation
- Social Media Positioning
- Competitive Analysis
- CRM/MCIF Management
- Lead Generation
- Contract Negotiation
- Strategic Marketing Leadership
- Copywriting & Content Management
- Web Implementation & Management
- Advertising Creation and Placement
- Metrics and Customer Data Analysis
- Coaching & Mentoring Staff
- Marketing Implementations
- Product Management
- Segmentation Marketing
- Budget Management
- Vendor Management
- Team Leadership

PROFESSIONAL EXPERIENCE

Principal, Zenker Marketing LLC, Exton PA

1996 to present

Strategic marketing planning and tactical implementation consulting:

- **Business and marketing plans** for cosmeceutical, software, online coaching & training companies, non-profits.
- Marketing strategy, content and implementation consulting for various B-to-B and B-to-C companies.
- Online strategies and implementations for apparel retailers; realtor; author; retail shops, other businesses.
- Social media strategy and implementation programs for multiple businesses and non-profits.

Marketing Director, Rouse Chamberlin Homes, Exton PA

2011 – 2012

All strategic, tactical and budget related marketing responsibilities:

- **Rebranding of company:** strategic marketing plan, logo, redesign of ad /collateral to better target buyer demographics.
- Redesign of web site resulting in overall **50% improvements in web traffic**, reduced bounce rates and longer site visits.
- Web site SEO, social media and vendor management, including monthly analytics, key word improvements.
- Implemented online marketing programs, designed landing pages and A-B tested campaigns to increase web traffic, decrease bounce rates and generate sales.

Vice President Marketing, DNB First, Downingtown PA

2007 – 2009

All strategic, tactical and budget related marketing responsibilities:

- **Created one- and five-year strategic marketing plans** aligned and integrated with Bank high-level goals.
- Managed web site including traffic generation activities, changes in capabilities and large traffic expansion.
- Implemented new programs to reduce expenses and increase profitability without losing client relationships.
- Targeted higher profit demographic resulting in **33% increase and highest-ever Home Equity Loan volumes**.

Director of Marketing and Public Affairs, Brandywine Hospital, Coatesville, PA **2006 – 2007**

All marketing and public relations efforts with overall responsibility for volunteer services:

- Created marketing plan including hospital rebranding focusing on key service lines to maximize profitability.
- Established press relations previously absent; received 14 local regional exposures including 12 feature articles.
- Organized and managed all community events to maximize referrals, community impact.
- Designed and implemented programs to promote individual practices and employed physicians.

Vice President Marketing, First Financial Bank (Willow Financial after merger) **2003 – 2006**

All marketing and public relations responsibilities for Bank:

- Analyzed and redesigned consumer & commercial products to maximize profits; **increased new business by 40%**.
- Refocused Public Relations to form new strategic partnerships with government agencies, private foundations.
- Targeted municipal and government agencies which added two new multi-million dollar accounts in three months.
- **Created sales program resulting in a 30% response rate** from potential business clients, minimized cold calling
- Designed Private Banking programs targeting physician and lawyer business and personal banking relationships.
- Minimized customer losses during three mergers to 1.3% against expectation of 5%.

Vice President Marketing, Atlantic Credit Union, Newtown Square, PA **1998 – 2003**

All marketing responsibilities for organization:

- Designed and managed bank's first web site and all revisions.
- Implemented campaigns that **guided ROA from .78 to 1.23 in three years**.
- Developed 60 corporate partnerships with over 10,000 potential customers over two years.
- **Increased loan volume 100% in just three months** through redesigned retail targeting and direct marketing.
- Managed sales, lead generation for both insured and non-insured (annuities and securities) products.

Vice President Marketing, Commonwealth Savings Bank, Valley Forge, PA **1995 – 1996**

All marketing responsibilities for organization:

- **Cut operating expenses resulting in \$500,000 in first-year savings** and \$300,000 in ongoing annual saving.
- Developed annuities and securities program that increased sales by over 130% in less than 18 months.
- Managed sales of both insured and non-insured (annuities and securities) products.
- Created marketing programs that doubled response rate for loans at same cost.

Marketing Director, EVSCO Pharmaceuticals, Vineland NJ **1991 – 1994**

All marketing, product management and budgeting responsibilities for domestic and select international sales:

- Rebranded company with logo, tagline and all collateral; repositioned company as Industry Standard.
- Redirected sales/marketing efforts to increase two product sales by 100% each in six months.
- **Increased overall sales volume by 20% annually** through distributor and buyer pull-through programs
- Managed national trade shows; guided management of sales force, distributor relations.

EDUCATION

Franklin & Marshall College, Lancaster PA, BA in Economics

Dean's List, Noel. P. Laird Marketing Award.

Ongoing education: various courses and seminars in management, marketing and business development.

PROFESSIONAL ACKNOWLEDGEMENTS

Fourteen marketing awards in multiple industries, including Best Practices/Branding

Presenter and contributing editor for various national business publications and local organizations.

COMMUNITY

- Founder, leader and facilitator, Main Line Writers Group 2010-present, Wilmington Writers Group 2013-present
- Instructor, college-level Marketing & Economics courses: Bucks County Community College, PA Bankers Assoc.
- Marketing Committee Chair, Brandywine Foundation Strawberry Festival 2004-2007; Member 2008-present
- Marketing Committee Member, Chester County Community Dental Center, 2010 - present
- Board member, Brandywine Valley Association 2008; strategic marketing and program guidance 2009-2010
- President, Greenhill Home Owners Association 2006-2007; Vice President 2004-2005