

Chicago, Illinois

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WORK EXPERIENCE

2004 to Current Sales, Lead Generation, New Client Acquisition, Growth Strategy, Marketing and Business Development Lead for top-tier Digital / Marketing / Advertising / Branding / Creative Agencies.

- Duties typically include full cycle turnkey sales processes and reporting as well as all levels of client facing – sales / new business development, lead generation, strategy, marketing, branding, digital and creative solutions.
- Highly expert in developing new agency-client relationships and marketing for Brand, Marketing, Packaging, Digital, and eCommerce solutions for senior marketing and C-level decision makers
- Build and maintain an active and fully transferable database of 10,000+- contacts (typically CMO, VP, etc.) largely targeting local / mid-west companies for brand / marketing services.
- Fluent with multiple leading CRM platforms including customized and proprietary software /shareware.
- Typically serving in agency Leadership Committee and/or New Business Development / Marketing lead role.
- Consulting, Interim, remote, and contract-based assignments include the following client partners:

Avensia – Director, Business Development, NA: e-Commerce Systems Integration, Optimization and Strategy

88 Brand Partners - Director, Business Development; Brand Communications / Full Service Agency

Damen Jackson - Director, New Business Development; Brand Development and Packaging Design Agency

Aisle Rocket Studios – Director, New Business Development; Retail / e-Commerce and Digital Agency

HARP Interactive – Director, New Business Development; Social Media, Branding, and Digital Agency

Mentium Corporation - Director, New Business Development; Global Corporate Mentoring / HR Solutions.

Avenue Marketing & Communications - Director, New Business Development; Branding and Digital Agency.

Brainforest – Director, New Business Development; Creative, Branding, and Digital Agency.

Sym Labs – Marketing Manager; An Enterprise Level Identity Management and Access Software Company.

InTrade.com / Tradesports.com – Global Marketing Manager; An Online Sports and Opinion Markets Company.

Grant Jacoby - New Business Development; Full Service Advertising and PR Agency.

2003 to 2004 Camino Project, Inc., Branding and Digital Agency. Chicago, IL

Co-Founder, Principal, and Senior Sales & Marketing Services Executive; Chicago-based, private company focused on corporate web site design, and development, and strategy. Products and services included full corporate web site development, micro-sites, internet, intranet, e-commerce, web site branding, as well as content programming and web-based applications.

- Duties included initiating sales processes, procedures, and reporting as well as all levels of Client Facing - Sales, New Business Development, Lead Generation, Marketing Strategy, Event Program Execution.
- Initiated various marketing programs and sales / new business development practices helping secure several substantial, nationally branded cpg and corporate clients.
- Skilled in setting new/existing business meetings, making presentations to senior level decision makers (top IT/Technology, Marketing, Brand/Product Managers, Corp Communications, etc) at Fortune 1000 corporations.
- Acutely adept at discovering new business leads and opportunities, and developing a full sales dialogue with key decision makers that had led to bottom line growth.
- Leadership Committee

2002 Design Kitchen, Inc. (Acquired to become Blast Radius / Wunderman), Branding and Digital Agency. Chicago, IL

Director of Sales & Marketing; Private company. A leading Chicago-based, corporate web design company excelling at web design, development, branding strategy, corporate identity and print design company. Products / Services offered included full corporate web sites, micro-sites, internet/intranet, e-commerce, web site branding, and various web applications - plus a full array of print, packaging, and branding services.

- Duties included initiating sales processes, procedures, and reporting as well as all levels of Client Facing - Sales, New Business Development, Lead Generation, Marketing Strategy, Event Program Execution.
- Initiated various marketing programs and sales /new business development practices that have directly led the company to secure significant, high profile Chicago-area corporate clients.
- Created and maintained a 10,000-name highly targeted business Development database for prospecting.
- Skilled in contacting and presenting to senior level decision makers among the Midwest's premier corporations.

1997 to 2001 Web Design Group, Inc. (Acquired to become a division of Divine, Inc). Digital Agency. Chicago, IL

Director of Marketing & Sales; A leading enterprise web design and development and interactive marketing company. Products / Services included full range of corporate web sites, micro-sites, e-commerce, and branding, and programming, database integration, and content/web applications.

- Duties included initiating sales processes, procedures, and reporting as well as all levels of Client Facing - Sales, New Business Development, Lead Generation, Advertising, Media Strategy, Marketing Strategy, Event Program Execution.
- Initiated multiple marketing and sales platforms that ultimately drove a 10-fold increase in revenues while with the company (\$3 million in agency sales).
- Managed entire Sales and Marketing staff (10 employees) as well as cultivated a highly-targeted business development database.
- Skilled in contacting and presenting to senior level decision makers within the Midwest's premier corporations as well as many internet start up companies and interactive divisions.
- Leadership Committee

1989 to 1997 Lehman Brothers, Investment Banking / Broker / Dealer. Chicago, IL

Investment Banker / Stockbroker / Sales Trainer / Registered Representative, Client Portfolio Allocation Services; New York-based, national full service brokerage firm.

- Sales of investment consultation and brokerage services to an audience of successful entrepreneurs, professionals, senior executives and other sophisticated investors.
- Consistently, a leading new account opener /developer within global 6,000 registered representative system.
- Contributed directly to growth of Chicago office & outpacing NYC office for new accounts and gross commissions.

EDUCATION

FERRIS STATE UNIVERSITY, Big Rapids, Michigan.

Degree: Bachelors of Science. Major: MARKETING, Emphasis: STATISTICS, ECONOMICS

PARTIAL CLIENT LIST (PERSONAL SALES ACHIEVEMENTS)

Allied Van Lines/ SIRVA
American Licorice Company
Archdiocese of Chicago
ASAP Software / LTG
Brightstar Corporation

Car-X
Catholic Charities
CEC (Career Education Corp.)
Chicago Board Options Exchange
Chicago State University

Chicago Stock Exchange
Corn Products International / Ingredion
Crain Communications
Flair Communications Agency
GE Capital

Greater Chicago Food Depository
H2O Plus
Harris Bank / Bank of Montreal
Hunt's Tomato Brand
IAA (Insurance Auto Auctions)
Irobot Corporation
Jarden / Newell Rubbermaid
Jenner & Block LLC
Keurig Green Mountain, Inc.
Macrovision / Installshield

Mario Tricoci Hair Salon & Spa
Masonite
Micron Electronics
Midas
Motorola
NASA
Navtech / Navigation Technologies
Northwestern Memorial Hospital
Packaging Corporation of America
Quotesmith / Insure.com

Reliable / Boise Cascade
Shure
TMP Worldwide
U.S. Cellular
UAL Corporation
Unext.com / Cardean University
United States Postal Service
Wrigley Company
Zacks Investment Research

RELEVANT SKILLS

- Powerful and persuasive presentation skills and team building new business pursuit tactics.
- Expert in selling in marketing U/X and U/I strategic marketing solutions (print / packaging / digital).
- Experienced in search engine marketing, optimization, pay per click (PPC) campaigns (eg. Google Adwords).
- Experience with blogs, blog development, content publishing, and marketing (Word Press, etc.).
- Managed organic as well as 3rd party affiliate marketing programs.
- Account, Project and Staff Management skills.
- Sales team management, forecasting, budgeting, and sales training
- Corporate communications / public relations experience (internal and external facing).
- Planned and executed multiple direct mail, advertising, marketing, trade show, PR, and social media campaigns.
- Expert in consultative sales, need-based sales, and complex sales solutions (including 7 figure sales).
- Expert in lead sourcing, targeting, qualification, and contacting senior executives of Fortune 1,000 companies.
- Expert in corporate communications, proposal writing, RFP and RFI development and responses.
- Planning, design, and printing of sales support / marketing and print collateral initiatives.
- Client, employee, and vendor contract negotiation skills.
- Penetrate and grow new markets and increase market share for agency / company / product / brand.
- Strategically raise brand visibility and corporate profile for end clients and agency.
- Sales strategy, and team driven pursuits incorporating creative, marketing, IT, sales, corporate communications
- Solidify existing relationships and drive revenue growth with cross selling / up selling techniques.
- Channel marketing and partnership-building strategies to leverage overall sales efficiencies.