

DAIREN WILCOX

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SUMMARY

Creative Brand Development, Marketing and Sales Executive, adept at driving business profitability and brand equity through enhanced customer experiences, business development, defining roadmaps for implementing integrated marketing technologies and digital marketing solutions and products, and C-Suite expectations management. Leveraging strong technical acumen and hands-on experience building and developing websites and ecommerce platforms with a UX and CX focus. Executive leader delivering solutions that grow engagement and reach through social media, digital marketing and business solutions. Consultative selling techniques and relationship building expertise to cultivate key relationships with stakeholders and C-Suite decision makers and increase revenues both internally and externally for client accounts.

KEY STRENGTHS & COMPETENCIES

- Website Design
- UX Design
- Problem Solving
- Brand Development & Management
- Creative Direction & Strategy
- Business Development
- Graphic Design & Email Marketing
- Process Implementation & Management
- Social Media Management

BUSINESS DEVELOPMENT & BRAND GROWTH EXPERIENCE

BUSINESS DEVELOPMENT & MARKETING DIRECTOR, The Walling Off Group | Sept 2019–March 2020

Division of Legacy Aerospace & Defense LLC, investment group focusing on Small-to-Medium business accounts. Accountable as both a consultative sales driver, working with prospects to develop high-impact, large ROI strategies to build brand voice and reach and as an internal executive leader. Collaborate and lead internal teams to define the vision and roadmap for marketing and technology, guiding and consulting through the implementation and execution processes.

- Charged with building a flex space for client; led full project management from proposal through negotiations and execution of bid.
- Developed strategy and roadmap to project manage Client CapEx project, led research and market data collection to maximize property allotments and commercial valuations, reporting on market trends and building code regulations that closed deal for client valued at \$2M; led vendor relationships and contracts.
- Identified applications to upsell clients and increase their customer experience; trained other business development team members on how to look for opportunities, build client trust, and promote ancillary products to accelerate brand growth.
- Led discovery meetings to identify client needs and build creative business solutions to garner business, implementing long-term strategies through brand development, website design, customer journey, and creative direction.
- Developed client account with two business stakeholders, growing business from utilizing key marketing strategies to grow revenues, but additionally contracted to build relationships with third-party providers to ensure a seamless end-to-end customer experience; increase net revenues from an average \$15K to \$70K per month.
- Led full client OpEx project to redesign and rebrand territory to course-correct failing margins and business model; led the needs analysis with business owner and successfully translated objectives to full overhaul of visual brand, increasing customer base and revitalizing the brand to profitability.
- Created internal communications program to cross-train employees for Client brand, implemented new sales model and customer experience protocols and call center best practices that increased repeat customer margins by 20% within a 3-month period.

MARKETING & OPERATIONS DIRECTOR, Carolina Pediatric Therapy | Sept 2014 – Sept 2019

Produced the video direction and creative vision for the entire organization: including brand management, creative direction and strategy, social media management, public relations, graphic design, media buying, and brand growth for 5+ locations. Developed and submitted new RFP process to source and align vendors, leading negotiations and developing a pipeline and deep bench of highly qualified vendors and contractors that increased capacity. Led design and launch of website and social media to increase patient intake and prospective patients.

- Led the creative direction of the brand, fostering strong engagement both internally and customer facing, leading to high-satisfaction ratings across all social platforms and increased referrals YOY.
- Developed internal communications program; designing training across technical support and patient care and experience and internal communications protocols to enhance the brand and increase positive new patient experiences.
- Project managed and liaised between Senior management and internal members to establish a way to track and evaluate the patient experience; communicated status of key project details, budget, timelines, and client feedback.
- Identified areas to maintain revenues and ensure sustainable productivity; developed a waitlist procedure to reduce down-time from cancellations and streamline process to fill gaps in scheduling, worked collaboratively across the practice to engage and leverage the collective ideas and strategy from the staff.
- Increased talent retention rates among therapists by developing communications protocols and patient experience pathways that supported therapists through the entire patient experience. Reduced the cost of staff turnover by increasing the happiness of our team of therapists, we were seeing positive results in the patient experience. With more focus, we worked towards developing a patient experience pathway to help parents of children with special needs.
- Developed communications and direction for doctor referrals and best practices to ensure positive patient experiences.

CHIEF MARKETING OFFICER, Higher Source Aviation | June 2012-April 2013

Led brand development through website creation and SEO efforts, while building out an integrated marketing strategy and brand roadmap.

- Created a networking strategy to increase community engagement and programming efforts; leading relationship management across vendors and referral channels.

MARKETING DIRECTOR, Multi-View Incorporated | Jan 2005-June 2012

Key executive responsible for translating CEO and C-Suite vision into actionable strategies and marketing initiatives to grow revenues, brand engagement, and business development practices.

- Led development of interactive design solutions across advertising and marketing, challenged antiquated strategies to attract new clients and increase new business acquisition processes.

DEGREES & INTERNSHIPS

BACHELOR OF ARTS, BUSINESS, University of North Carolina-Asheville| Expected Graduation 2024

ASSOCIATES OF ARTS DEGREE, Computer Aided Graphic Design & Marketing, McDowell Tech CC

ASSOCIATES OF ARTS DEGREE TRANSFER PROGRAM, Asheville-Buncombe Technical CC

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