

JOAN BORTON

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SUMMARY

Marketing Professional with diversified management experience in strategic planning, brand management and promotions. Ability to build strong cross-functional teams through influence, motivation and change management. Recognized for leadership, communication and problem-solving.

NOTABLE ACCOMPLISHMENTS

STRATEGIC PLANNING

- ♦ Determined key content to capture customer's attention and generate \$1.5 million in sales designing a seasonal magazine that supported the company directive of brand differentiation and promoted through direct mail, social media, and signage.
- ♦ Transformed seasonal directive that generated a 24% increase in sales with a complete and thorough plan documentation provided to stores that aids Operations in accurate product ordering to meet new expectations.
- ♦ Accomplished company goal of 2% product sales increase versus prior introductions designing highly creative, interactive events for 1,200 employees to launch a new product campaign.

BRAND STRATEGY/ DEVELOPMENT

- ♦ Converted other department projects to in-house management to attain 80% of company's creative brand design and development ensuring alignment with business targets, increased market share, and customer retention.
- ♦ Created Private Label strategy to establish product line as a quality brand alternative generating 17% increase in sales.
- ♦ Direct in-house creative department accountable for 70% of company's creative design and development.

PROJECT MANAGEMENT

- ♦ Converted other department projects to in-house management to attain 80% of company's creative design and development ensuring alignment with business targets, increased market share, and customer retention.
- ♦ Developed a comprehensive new store sign system by identifying specific departmental needs and functionality to provide a more flexible system and additional print capabilities to save labor.
- ♦ Direct in-house creative department accountable for 70% of company's creative design and development.

BUDGETING

- ♦ Generate 15% of the budget through vendor co-op programs creating custom and partnership promotions through advertising.
- ♦ Managed \$5 million budget to cover annual creative development of TV, Radio, Newspaper Inserts, Direct Mail, social media, and in-store signage to support the promotional calendar.
- ♦ Saved, \$60,000 initiating a cost-control program that enabled long-term planning and budget tracking.

ADVERTISING

- ♦ Delivered company goal of developing a full year's TV commercial production (15 spots) by identifying common messaging and creating umbrella branding resulting in production efficiency to manage the budget.
- ♦ Produced an advertising campaign for fleet trucks through graphic design that attained the company's objective of 2-tier customer base messaging.
- ♦ Headed company initiative to "refresh" store interior décor with brilliance and dynamic signage through executive sponsorship, inter-departmental planning, and agency collaboration.

NOTABLE ACCOMPLISHMENTS (CONTINUED)

SOCIAL MEDIA/ELECTRONIC ADS

- ◆ Increase shopper engagement by over 45% to achieve over 150k participants with new Digital Gamification platforms.
- ◆ Created Geofencing strategy to increase promotional awareness when shopper enters targeted locations.
- ◆ Used Push Notifications to alert shoppers to in-store promotions as they entered the store.

PARTNERSHIP MARKETING

- ◆ Leveraged current relationship with the Anaheim Duck's and internal associates to successfully plan and quickly execute a charity Thanksgiving promotional offer that provided 72% of the turkeys needed through customer donations, making program costs negligible.
- ◆ Produced an average 30% product increase and 10% coupon redemption developing vendor co-op promotions, contests, and sweepstakes with incremental vendor funds.

PROFESSIONAL EXPERIENCE

STELLAR MARKETING SOLUTIONS ▪ Pasadena, CA 2011- Present

Marketing Agency providing customized promotions to the retail industry and Regional Theme Parks

MARKETING INDEPENDENT CONTRACTOR – BRANDING, PROMOTIONS, PRINT PRODUCTION & SOCIAL MEDIA

- ◆ **Theme Park Clients:** Disneyland Resort, Knott's Berry Farm, Universal Studios Hollywood, Raging Waters
- ◆ **Grocery Retail Clients:** Albertson's/Von's, Smart & Final, Superior Grocers, El Super Markets, Northgate Gonzales Markets, Cardenas Markets, Super King

SMART & FINAL ▪ Commerce, CA 1998 – 2011

Smart & Final is a chain of warehouse-style food-and-supply stores based in Los Angeles, California

MARKETING DIRECTOR – ADVERTISING & PROMOTIONS (2000-2011): *Strategically plan and create corporate promotions, executing advertising campaigns and executive plans that meet sales objectives and increase brand awareness.*

MARKETING DIRECTOR (2000) / MARKETING MANAGER (1998-2000)

CUSTOMER RELATIONSHIP MARKETING (CRM): *Responsible for expanding promotion programs through customer segmentation and direct mail incentives to build, retain, and increase sales.*

VISTA OPTICAL (FRAME-N-LENS) ▪ Fullerton, CA 1997– 1998

CORPORATE MARKETING MANAGER: *Manage California and Club Division marketing and promotions, in-store signage, and sales analysis results.*

EDUCATION

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION / MARKETING

CALIFORNIA STATE UNIVERSITY ▪ Los Angeles, CA

UNIVERSITY OF SOUTHERN CALIFORNIA ▪ Los Angeles, CA

FOOD INDUSTRY MANAGEMENT, EXECUTIVE COURSE

COMMUNITY INVOLVEMENT

TAPROOT FOUNDATION ▪ Los Angeles, CA 2011- 2012

Non-profit foundation providing professional consulting service grants in the areas of Marketing, Human Resource, IT and more.

ACCOUNT EXECUTIVE: *Manage pro bono team through planning and execution to achieve the Grant objective.*

JOHN MUIR ELEMENTARY FOUNDATION ▪ Glendale, CA 2016- 2021

Non-profit foundation providing school support through fundraising and enrichment programs.

FOUNDATION PRESIDENT: *Contributed to establishing the foundation, branding, and differentiating from PTA and achieving the highest annual fundraising total.*