

# ADAM ENDICK

- + Brand Manager
- + Event Specialist
- + Marketing Aficionado
- + CFMP Certified
- + Green Belt Certified

*A seasoned professional with over 18 years of sales and integrated marketing experience, proficient in corporate and consumer environments.*

*Six Sigma Green Belt Certified and a Certified Financial Marketing Professional with proven successful strategic marketing and analytical experience. Strong expertise in sales promotions, creating sales processes, customer service, budgeting, personnel development and training.*

*Self-motivated with compelling interpersonal, communications, organizational and problem solving skills.*

## EDUCATION

Texas Tech University  
Bachelors of Business Administration, 2000  
Major: Marketing, Minor: PR

Six Sigma, Green Belt, 2005

American Bankers Association School of Bank  
Marketing and Management, May 2019

Certified Financial Marketing Professional, June 2019

## SKILLS & ATTRIBUTES

Customer Relations  
Event Management  
Marketing Director  
Revenue and Profit Growth  
Media Coverage  
Internal Communications  
New Product Launches  
Strategic Communication Plans  
Expert Conflict Resolution  
Co-Marketing & Events

## INTERESTS

Fitness | Tennis | Arts | Food | Fashion | Traveling |  
Networking | Psychology | Volunteering

## EXPERIENCE

### **Marquis Software Solutions / VP, Marketing Strategy**

**March 2019 - Present**

- Present data-driven insights and recommendations as a strategic consultant to clients Senior and C-Level management
- Deliver marketing analytics in areas including segmentation, profitability, and campaign
- Create direct marketing strategies generating over \$3M in annual net income for clients
- Lead cross-functional teams of analysts, programmers, and creative professionals to meet and exceed client business objectives
- Drive annual revenue for over 12 banks and credit unions by developing a relationship and an understanding of their objectives

### **The Sandbox / Event & Marketing Director**

**January 2006 - March 2019**

- Provides successful strategies and tactical execution for internal and external communication
- Manage, cultivate, and coach a 20+ person team of high performing individual contributors
- Design marketing strategies and campaigns for over 600 clients and events including press releases, digital/social media and website development
- Consistent sales pipeline with a 35% close ratio
- Responsible for all financials including accounts payable and receivable, payroll, billing, budgets and reconciliation

### **General Electric, Consumer Finance / Campaign Manager**

**January 2005 - February 2006**

- Spearheaded marketing campaign strategies to improve customer numbers by analyzing target markets
- Facilitated the conversion and retention of over 70% in house accounts
- Developed a streamlined database process, resulted in added flexibility, reduced timelines, and greater marketing strategy

### **CitiGroup / Associate Vice President, Marketing Manager**

**June 2002 - December 2004**

- Managed NPS production team of eight; provided training and budget owner of \$2.5 million
- Supervised retention group, responsible for account retention, promoting upgrades and new sales
- Ensured flawless execution of weekly mailings based on specifications provided by strategy, risk and decision management teams
- Lead, ensured and delivered innovation and thought leadership from all departments – creative, strategy, digital and media