

RICHARD GABAREE

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I have 15 years of retail, and global marketing experience at Whole Foods Market with a focus on the customer experience working closely with the design teams on wireframes and content. I will use this knowledge to build a stronger and more user forward experience with you customers.

I also have worked in sales and the financial industry, so I have a well-rounded background to support your business. I am self-driven and am used to working in a team environment as well as independently.

KEY SKILLS

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|--------------------------------|-------------------------|--|
| ➤ Event Planning Management | ➤ HTML | ➤ Production / Project Management |
| ➤ Marketing / Sales Experience | ➤ Bootstrap/Materialize | ➤ Process Improvement Identification / Execution |
| ➤ Budget Management | ➤ JavaScript/jquery | ➤ |

PROFESSIONAL EXPERIENCE

Production Manager *Whole Foods Market- Austin, TX*

2017- 2020

- Directed, developed, and executed complex print production projects ranging from large-scale to customized jobs.
- Supervise quality control and ensure satisfaction with products.
- Research innovative technology and techniques, implementing process improvement and industry trends to expand company's marketability.
- Provide technical knowledge and design acumen, guiding formatting for creative execution and manufacturing processes.
- Managed the printing and fulfillment for over 100 global programs, ad hoc needs and new store opening materials.
- Liaison for all area, regional and store teams for in-store signage needs, questions.
- Created a centralized plan to manage signage in-store for 530 stores.
- Partnered with vendors and cross-functioning teams to create and launch a portal to assist with new signage/ordering procedures. Saving company \$17MM in labor cost.
- Sourced new 100% recycled materials for campaign materials, promotional items and evergreen store materials to help save \$1M annually
- Designed new sign fixtures for in-store experience across company
- Managed a \$21MM global print budget
- Execute project management focusing on print and lettershop deliverables of the highest calibre, aimed at WFM print standards with a reputation for being on-time and on budget.

Marketing Team Leader *Whole Foods Market Arbor Trails, Austin, TX*

June 2012 - September 2014

Marketing Associate Team Leader

February 2011 -

May 2012

- Social media outreach for event promotion and community engagement of Whole Foods Market audiences using Khonos and Dropbox
- Promoted local non-profit partnerships to raise awareness for community outreach efforts.
- Led the merchandising plan for promotions monthly
- Manager on Duty for 50-70 employees responsible for daily operations of all departments, problem solving and customer experience
- Committee Planning Member for SW Regional Vision Days
- Media Trained from Hahn Public Communications for local television, PR and social media outlets working with Spreadfast
- Work across departments to promote products and increase awareness of internal programs
- Implemented new sales program to increase sales and guests count through sales drivers in all departments

Store Promotion Specialist *Whole Foods Market Lamar, Austin, TX*

November 2006 - February 2011

- Coordinated large scale store events managing every stage including obtaining sponsors, vendor sand on site management
- Maintain and promote regional and global marketing campaigns in store departments and through social media
- Crossed trained to assist graphic artist and sign makers creating signage for events throughout the store
- Created and successfully implemented recycled decor program resulting in adaption of program globally to 375+ stores
- Managed in-store events to promote both local and national brands

Territory Marketing and Sales Manager (Texas) *Maverick Brands*

October 2014 - July 2016

- Identification, development and management of Texas field marketing and promotional events including retail marketing programs and merchandising opportunities to key accounts
- Led brand ambassador teams in Dallas, Houston and Austin.
- Leveraged and built area social network in coordination with Corporate office
- Utilized key local influencers including Texas Wine and Food Foundation and Austin Moms Blog to promote brand
- Collaborated and secured new accounts for local distribution affiliates
- Tracked local expenditures and allocate funding as needed to meet marketing budget and sales goals
- Managed National Expo and Trade Shows including planning, staffing and execution of events

Assistant Vice President - Customer Care *Treaty Oak Bank, Austin TX*

April 2004 - March 2006

- Managed staff and daily operations of commercial bank with high end clientele
- Implemented bank operational procedures for customer care
- Event coordinator for \$13M IPO
- Account management of client accounts

EDUCATION

- UT Coding Boot Camp - Full Stack Developer (Currently Enrolled)
- Bachelor of Business Administration, St. Edward's University - Austin, TX (2002)

AWARDS & COMMUNITY INVOLVEMENT

- Whole Foods Market Southwest Regional All Star Award for Leadership - September 2013
- YMCA Southwest Board of Directors - Since October 2012