**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 an independently.

## KEY SKILLS

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

## 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 fulfilment 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 Spredfast
* 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