

RICHARD WEBER

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Dynamic marketing, communications and sales professional with a wide range of accomplishments in both the for-profit and nonprofit business arenas. Successfully managed the development and implementation of strategic plans to generate significant brand recognition and revenue. Key competencies/skills include:

- Sales Development
- Computer (Macintosh and Windows)
- Constant Contact/Mail Chimp
- Print and Digital Production
- Social Media
- Website Content & Design
- Sales Force
- E-mail Marketing

PROFESSIONAL EXPERIENCE

SENIOR CONSULTANT – MARKETING, COMMUNICATIONS & SALES

7/17 – Present

MOMENTUM SOLAR, South Plainfield, NJ – largest privately held solar company in the US

Responsible for generating new residential sales throughout New Jersey. Activities include cultivating relationships with homeowners through self-generated contacts, referrals and warm leads provided by the company. iPad technology used to track daily appointments, follow-up calls and monthly sales results.

US SQUASH, New York, NY – national governing body for the sport in the U.S.

Helped develop a comprehensive marketing plan to generate increased revenue for the non-profit organization. Overall objectives were two-fold: 1) increase the franchise by identifying new target audiences with no connection to the sport, and 2) maintain support for squash among current players, their families, fans and sponsors.

A series of integrated communications tactics were recommended, starting with qualitative research to identify the right message, a combined traditional/social media campaign to reach the desired target and other less conventional tactics such as cross-promotional initiatives with organizations whose members represent new prospects.

YAI, New York, NY – leading provider of support to the I/DD community

One-year assignment overhauling key aspects of YAI's marketing program. Young Adult Institute is one of the largest providers of services to people with intellectual and developmental disabilities (I/DD) in New York State. Achievements included:

- Comprehensive marketing, communications and sales programs for multiple YAI agencies
- Video branding campaign for YAI Corporate
- Highly successful year-end fundraising effort

LICENSED REAL ESTATE AGENT

6/15 – Present

WEICHERT REALTY - a New Jersey-based real estate company

DIRECTOR OF MARKETING**6/12 – 7/17***ITC, New York, NY – largest social service agency for children in Israel*

Responsible for Israel Tennis Centers' marketing and communications programs, helping 20,000+ at-risk and special needs children throughout Israel. Accomplishments included:

- New strategic branding message that captured ITC's mission of compassion and learning
- Integrated marketing and communications campaigns to generate awareness among both donors and prospects, including broadening ITC's base among a younger audience
- Press releases, emails and social media posts to Board members, donors and prospects
- Redesigned marketing collateral material (flyers, posters, invitations, roll-ups, banners)
- Supervision and training of staff members in New York, Florida and Israel
- Newly designed ITC web site (www.israeltenniscenters.org) and branding video.

DIRECTOR OF SALES AND MARKETING**10/08 – 6/12***MARTIN ROBERTS DESIGN, Stamford, CT – award-winning retail design firm*

Supervised the marketing, communications and sales development activity. Worked with a team of retail consultants, architects, interior designers and graphic artists to help with the overall branding of space for a number of leading retailers, including Barnes & Noble, American Express, Wal-Mart, Kenneth Cole, Dunkin' Donuts and Home Meridian International.

DIRECTOR OF NEW BUSINESS DEVELOPMENT**4/05 – 10/08***MEDALLION RETAIL, New York, NY – home of "dynamic buying environments"*

Managed the new business program for one of the region's premier retail marketing firms, creating impactful retail environments and material for clients such as Barnes & Noble, Converse, Everlast and Foot Locker.

Responsibilities included preparing and delivering new business presentations, overseeing monthly direct mail campaigns to clients and prospects, analyzing current sales trends and news from various trade publications, updating Medallion Retail's data base of clients and prospects, fostering strategic alliances with other companies and making contact with prospects via phone, e-mail and direct mail.

FOUNDER**10/01 – 4/05***YOUR MARKETING AUTHORITY, Westfield, NJ – full-service marketing resource*

A unique consultancy that combined my marketing, business development and fundraising knowledge with the expertise of top-notch professionals from around the Tri-State region. Work included all aspects of the marketing mix, from branding, advertising and social media to research, publicity and digital support for a variety of for-profit and nonprofit organizations.

EDUCATION**Master of Business Administration (MBA) - St. John's University, New York, NY****Bachelor of Arts - Fairleigh Dickinson University, Madison, NJ**