
HOWARD RONDER

www.howardronder.com

(415) 450-0965

howard@howardronder.com

Brand Strategist / Creative Director

Proven mastery at integrating & strengthening identity, increasing sales, and inspiring teams while applying multi-channel engagement to marketing, branding and advertising, consistently enhancing the customer experience.

- *Developing and implementing brand and creative strategies driving growth from \$35M to \$300M.*
- *Increasing creative output 40% through collaborative leadership, metrics and resource structuring.*
- *Leveraging multi media marketing and product development, generating 150% category lift.*
- *Holding financial accountability, consistently improving marketing ROI and driving revenues.*

Professional Experience

VP CREATIVE SERVICES, BRAND STRATEGIST

2009 – Present Kreativz Agency, San Francisco, Los Angeles, CA

- Develop and implement brand strategies utilizing multi-media including: online channels, print, broadcast, PR, CPG, video and direct response to increase brand reach, impact and improve SEO/ user experience.
- Deliver creative analysis, design global brand strategies, architect product launch/ engagement initiatives.
- Responsible for the strategic financial planning, expense control and revenue management.
- Lead and participate in business development, pitches and direct sales efforts.
- *Clients/accomplishments include:*

lynda.com: **Increased membership 35% by significantly expanding lead generation within three months.** Created business rationale for refreshed brand to launch new home page design, email campaigns, landing pages, documentary series. Lead internal and external resource development through creative services direction and organizational analysis; ensuring smooth workflow and increased productivity.

Pranamaya Inc.: **Improved user experience, driving 88% higher conversion rate.** Re-engineered online brand presence and packaging for stronger customer satisfaction, longer retention rates, joint ventures and alliances to increase engagement, loyalty and sales performance.

Empathy Logic : **Accelerated ROI by improving sales and marketing effectiveness through digital engagement.** Crafted effective, intuitive and original solutions to marketing, sales and management challenges - contributing to articulated vision and consensus among stakeholders, for premier independent Customer Data Integration and Marketing Automation SaaS solution provider.

CREATIVE STRATEGY AND IMPLEMENTATION DIRECTOR

2008 – 2009 CREDO Mobile/ Working Assets, San Francisco, CA

- Provided creative direction to bring forth new brand identity and integrate mission/messaging in all channels and consumer touch points for \$180M telecommunications company specializing in mobile citizen activism.
- Developed and implemented highly successful branding programs, which enhanced online strategy with site optimization including rich-media and content management for improved sales process, resulting in higher click thru, sign-ups and 25% increased sales.
- Supported retention and awareness marketing efforts through interactive, print and direct response creative solutions to reach deeper and more cost effectively at target audience for multi-site operations.
- Consensus building and teaming, training, creative services processes, galvanized creative resources and expedited production for all creative/marketing projects reducing budget by 30% and increasing productivity.
- Established brand guidelines and refreshed packaging for product categories: long distance, mobile, credit cards.

VP CREATIVE/ MARKETING

2006 - 2008 World of Good, Inc., Berkeley, CA (now an eBay Company)

- Established brand platform, marketing communications and managed implementation strategy; elevating creative, improving productivity and roll out of multi-channel strategy for \$40M Fair Trade consumer products company.

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- Increased sales 200% and subscribers 300% by refreshing consumer branding and developing new business, while preserving core character and brand for online marketing, e-commerce and accessories. Improved retail presence with in-store fixtures, graphics and messaging in natural food, book and specialty channel
- Increased direct sales by 150% thru strategic partnerships/affiliate programs to drive PR initiatives.

VP CREATIVE /MARKETING, CREATIVE DIRECTOR

1996 – 2006 Gaiam, Inc., Boulder, CO

- Responsible for establishing brand platform, leading the creative direction, product development while managing daily operations of creative and marketing in multi-channels including: online, advertising, direct response, packaging, retail and corporate identity for public, global \$300M CPG, lifestyle and publishing media company.
- Conceived and directed brand extension thru 3 ecommerce sites resulting in sales over \$40M.
- Sr. Management with P&L responsibility for growing business from \$35M to \$280M. Articulated vision, infused teams with creative energy to develop new business and expand outside core segments of proprietary brands of original media and products.
- Art directed photo shoots, product launches, managed all editorial, vendors, selected talent, locations and all production details while overseeing strategic creative and marketing direction to complex multi-channel organization; including concept development, project management, budgets, schedules, art/editorial teams.
- Developed critical PR, sales/product launch strategies for retail environments, POS, packaging, social, trade, B2B and B2C, consumer catalogs, web, email, advertising, corporate videos, magalogs, investors.
- 150% category lift thru conceived and implemented digital/social advertising for corporate, trade, print and collateral for brand and product positioning and consumer awareness.
- Developed joint ventures, best practices and benchmarking, creative channel merchandising strategy for YouTube, Google Plus, Borders, Barnes & Noble, Whole Foods. Created specific product set for Target. Negotiated licensing with Universal Studios, Warner Bros. and Rodale.
- Achieved 300% circulation growth, expanding division revenues to \$60M with comprehensive marketing strategy.
- Reduced printing costs by more than \$3.5M without compromising quality. Completed RFP assessment and secured 20% print savings, 6% pre-press, 10% paper.

ASSOCIATE CREATIVE DIRECTOR

1994 -1996 Grey Direct Advertising, New York, NY

- Conceptualized, created and managed B2B and B2C direct response marketing and advertising for up to 30 concurrent projects, with budgets from \$35K to \$20M. Led IBM account by building/leading interdisciplinary team of creative with focus on interface and user experience design. Significantly contributed to new business acquisition. Clients included: Mitsubishi, Prudential Home Mortgage, GE, Lexmark International, Dominos, and IBM.

CREATIVE OFFICER, FOUNDER

1992-1994 Ronder Design Group, New York, NY, Los Angeles, CA

- Developed, planned and directed B2B and B2C advertising/marketing campaigns, with emphasis on direct, entertainment, sales collateral. Worked closely with account management, agency/studio creative staff, and clients. Clients included: Krupp/Taylor USA, Grey Direct Advertising, East/West Design, Brierley & Partners, Bowes Dentsu, Time-Life Books, AT&T, American Express, Meier Advertising, Ruder Finn PR, and Met Life.

Skills and Education

- MA, Business Psychology, Antioch University, Los Angeles
- BFA, Journalism, Advertising, Graphic Design Ohio University
- Adjunct Professor, Marketing and Media Distribution, UCLA
- Adjunct Professor, New York University, Parsons School of Design
- Technical: InDesign, Keynote, CS5 - Photoshop, Illustrator, HTML, Microsoft Word and Excel, Power Point.

Personal: Ability to bring out best in people; dedicated to innovative brands for conscious consumers; high ethical standards; persuasive and intuitive; define problems; draw valid conclusions; mentor and instructor; clear communicator; yogi.