

Proven digital marketing strategist, brand and team builder,
and Creative Director dedicated to maximizing results. Thriving in
fast-paced, entrepreneurial companies, with daring collaborators.

EXPERIENCE

Culture Building
Inbound Sales
Hands-on Marketing
Operations

Vice President of Sales and Marketing

March 2017–*present* • *expresscopy.com*, national Direct Mail Marketing printer

- Responsible for all marketing and sales activity for national Direct Mail Marketing printer in NE Portland, looking to energize their workforce and revenue.
- Created a customer-first marketing and sales strategy that increased the average order value and doubled marketing attributed revenue.
- Increased employee morale and efficiencies that empowered employee growth and development.
- Manage and built: sales plans, budgets, forecasts, employee retention and customer success programs, product roadmaps, marketing plans, pricing structures, and recurring revenue models/plans.

Advertising Age
Small Agency of the Year,
Silver • 2016

Brand Building, Evolution,
& Management

Digital Marketing:
Email, Web, Social

Agency Leadership
& Management

Agency Vice President of Creative, Creative Director

March 2013–August 2016 • *eROI*, a Digital Campaign Marketing Agency

- Recruited and mentored the Creative Team—growing the staff from three employees to 22 across Content, Design, Development, and IT in five years.
- Formalized the Content Team to permanently integrate content strategy and copywriting across agency. Successfully grew business to support five full-time writers and strategists in two years.
- Designed and executed company rebrand, including the agency office, website, and all collateral.
- Led concepting and pitches for all new and returning partners without Spec work.
- Taught New Media at the Oregon State University and guest lecturer at the Art Institute of Portland design program.

People Leadership
Client Management
Marketing Strategy
& Design

Managing Agency Art Director

March 2011–August 2013 • *eROI*, a Digital Campaign Marketing Agency

- Successfully delivered all company contracts after a period of extremely high attrition, before I joined the team, with only a junior designer and two developers for all client accounts.
- Formalized a hiring committee to attract and hire a Creative Director and Senior Designer to restaff the creative agency.
- United and mentored the Creative Team, bringing design and development together as equal parties in the creative process. Integrated production and

Quality Assurance across entire agency at all strata.

- Initiated partnership approach to client services aligning our work with our client's unique goals and audiences, working with Accounts and Strategy to implement this focus across Agency.

Owner + Creative Director

2002–March 2011 • Haf Tohn Design, Marketing Agency

Complete Marketing
Management

Brand Management

Agency Leadership

- Founded and managed small two person marketing studio to partner with small, local businesses activating and realizing their unique goals.
- Led the entire process from business development, concept, marketing and audience strategy, design, development or execution, and QA with on-the-ground support for my partners.

VOLUNTEER

Small Business Brand
Management

Building Inclusive
Workplaces

Marketing + Brand Director, Founding member

January 2016–May 2017 • Emerging Leaders Internship program (ELI), Nonprofit

ELI is a new initiative with the Portland Leadership Foundation designed by Ben Sand, Ryan Buchanan, Adam Ristick, and myself to create opportunity and mentorships for diverse leaders in Portland. This was a volunteer position that allows me to better serve Portland and cause change in a very meaningful way through my passion of design, mentorship, and community.

- Designed the brand system and all collateral including the development of the website in three weeks to hit competitive 2016 internship cycle.
- Recruited over 200 student applicants and 70 interested company partners in two months to eventually place over 35 diverse leaders in new, paid internships.
- Mentored student interns to provide increased opportunity and support for our diverse leaders in relatively homogeneous environments.
- Established student and professional mentorships, an online community, and year-round content to amplify our reach and message maximizing opportunity and support for diverse leaders in Portland.

Marketing Strategies

January 2016–May 2017 • Friends of the Children, Nonprofit

Executive Forum

January 2016–*present* • Entrepreneurs Organization, Professional Organization

EDUCATION

BS Fine Arts

Western Oregon University, Monmouth, Oregon

Bachelor of Science in Fine Arts with an emphasis in Graphic Design, Photography and Printmaking, an extended minor in Political Science.

gerry blakney

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