

Eric D. Fescenmeyer

Contact

ef@ourboyyflynn.com | eportfolio.ourboyyflynn.com | 414-651-3404 | Milwaukee, Wisconsin

Career Profile

Multi-dimensional creative leader with corporate and agency experience delivering responsive solutions to an array of B2B and B2C markets and challenges. Consistent record of producing double-digit gains in highly competitive/technical global markets by using design thinking, business acumen, research and quantitative & qualitative analytics in: market segmentation, customer targeting, marketing performance metrics, creative direction and brand development strategies. Excels in gathering voice of consumer insights and applying to digital, email, social media, PR, event and conventional advertising strategies increasing the effectiveness of brand awareness, lead generation and sales funnel attribution.

Professional Experience

2012 to Present: HUSCO INTERNATIONAL – Waukesha, Wisconsin

\$400 million Tier 1 producer of high-tech vehicle controls for global automotive, construction and off-highway markets

Global Marketing Manager

Hired to modernize the company's global marketing program, develop customer journey perspectives and build a coherent, integrated account-based marketing strategy. Priorities included: developing and managing brand strategy, energizing digital marketing channels and deploying customer engagement strategies; establishing quantitative metrics to support decision-making and expenditures; and teaming with Sales to improve market analysis capabilities, identifying opportunities and develop effective product/customer messaging and positioning. Scope included: developing annual marketing plans aligning spanning North America, Europe and Asia; P&L budget responsibility and vendor management.

Aligned global corporate branding, positioning the firm as the industry innovation leader. Included organizing 4 websites into a business group based structure, updating global sales materials messaging and modifying and increasing content to support industry thought leadership and customer journey stages.

Built market intelligence program for gathering internally/externally data providing analytics highlighting markets and products ideal customer profiles with best investment potential. **Generated \$1.7M in core business and \$250K in engineering savings upon introduction.**

Overhauled 4 websites updating their architecture and content incorporating SEO strategies. **Increased search traffic 30%, yielding new business of \$3.6M and \$4.9M in 2016 and 2017.** Analytics verified a 123% gain in organic traffic, 66% drop in bounce rates.

Achieved a 29% open rate and 11% click thru with customer-centric email marketing program. Devised an annual email plan delivering targeted/monthly messages per regional, company and product segments.

Expanded digital strategy with social integration driving messaging to targeted markets. **Boosted social click through rates 12% monthly with spikes of 25-45% and LinkedIn visits 137%.**

2011 to 2012: KASSEN, LLC – Milwaukee, Wisconsin

Entrepreneurial marketing agency start-up servicing industry diverse B2B companies with \$5M to 50M in sales

Principal/Marketing & Design Director

Led creation and delivery of customized marketing solutions emphasizing: strategy development; multi-channel marketing integration; market research and analysis; brand building; lead generation enhancement; developing performance metrics and identifying resources for plan support. Engagements ranged from select initiatives to development of comprehensive, multi-channelled programs. Strong client-facing communication & presentation abilities combined with outside vendor management including photographers, copywriters and printers to maintain consistency, budget alignment and quality of brand vision

Created client's sales contact program identifying/targeting key decision makers within marketing qualified customers and scripted messaging for every sales cycle stage. Success **yielded \$500k in client business.**

Secured 8% increase in qualified leads over 2 months by structuring a client's content marketing strategy.

2005 to 2011: IMAGINE, INC. – Kenosha, Wisconsin

Integrated marketing and branding agency specializing in strategy; brand management and interactive design

Brand Design Director

Directed a creative team of 6 overseeing branding, marketing, and advertising programs for Fortune 500 clients, spanning strategy, product development, brand positioning, cost-to-market budgets/analysis, establishing time-lines and managing project suppliers. Managed C-level account interactions including several B2B and B2C global leaders. Structured focus groups, surveys and other research to extract consumer insights. Clients include: SKIL, Bosch, Echo, Paslode, Insinkerator, Lang Tools, Snap-on.

Led 2 product branding redesigns earning SKIL power tools sole source status at WalMart. Overcame past failures by consumer research to develop psychographic profiles supporting sales messaging and positioning.

During 6-year tenure the **firm grew 250% evidencing its strong reputation for quality design** and campaigns, using dynamic customer research and efficient control of production resources and suppliers.

Mentored the creative team in the processes of design thinking, concepting and development of client projects. Oversaw creative vision, and project prioritization for both internal team and outsourced resources.

Prioritize & manage multiple creative projects in collaboration with customer product development, manufacturing and purchasing including analysis of materials and cost to market within project budgets.

2003 to 2005: NEWELL RUBBERMAID COMPANY – St. Francis, Wisconsin

Producer of residential painting related products sold under the Rubbermaid, Shur-Line & other licensed brands

Packaging & Graphic Designer

Provided pivotal support to large corporate and private label branding projects, as well as the design/development of new packaging and merchandising for several lines addressing consumer, point-of-sales and shrinkage issues.

Launched new packaging and merchandising for 264 items across the flagship Rubbermaid brand credited with inducing multi-year commitments from big box retailers. Created concept through final art and production.

Produced 3 distinct brand redesigns for high value product lines featured in Target and WalMart, **fulfilling requests for differentiating packaging for 380 products in under 3 months.**

2000 to 2003: LAVELLE INDUSTRIES, INC. – Burlington, Wisconsin

Privately held producer of residential plumbing repair products and contract rubber components manufacturer

Sales & Marketing Assistant/Graphic Designer

Managed content creation and performance analytics for B2B and B2C websites. Scope also included creating print and online advertising, consumer packaging improvements, marketing collateral and copy writing/editing.

75% of all new contract manufacturing sales through integrated and strengthened SEO strategies. Content featured engineering and manufacturing capabilities, as well as case study successes.

Reduced consumer service inquiries 60% by explaining recurring technical issues in the B2C website. Result permitted Customer Service to focus on sales and delivery issues.

Credited with increasing consumer sales 20%. Created icon-based product instructions that mitigated the need for multi-lingual instruction and reduced customer confusion.

Education, Technologies and Awards

Education

MBA, Innovation and Finance Concentrations – 2015,
Ball State University – Muncie, Indiana
BA, Graphic Design – 2000, University of Wisconsin-Milwaukee

Computer Applications

Microsoft Office Suite: Word, Excel, PowerPoint, Visio & SharePoint
Adobe Creative Suite: Photoshop, Illustrator, In Design,
Dreamweaver, After Effects and Acrobat
3D/CAD: SolidWorks; Rhino3D; Creo; Blender
Web: Survey Monkey; MailChimp; WordPress;
Google Analytics & Adwords

Computer Programming

Visual Basic; Python; HTML; CSS; SQL; C Language

Awards

2012 Graphic Design USA American Packaging Design Award
Lucas Milhaupt Packaging Line
2012 Graphic Design USA American Packaging Design Award
Lang Tools Packaging Line
2010 Graphic Design USA American Packaging Design Award
Skil Packaging Line Brand Re-design
2009 Graphic Design USA American Packaging Design Award
ECHO Packaging Line
2008 Good Design Award
Bosch Lithium-Ion Extension Packaging