

Drew Overbeck

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SKILLS SUMMARY

- A team leader/player who is a quality decision maker with excellent verbal, written and presentation communications skills.
- An initiator who is an innovative problem solver and analytical thinker who builds strategic relationships with associates at all levels both internal and external to the organization.
- A creative big picture thinker with agency and corporate experiences including consumer and business-to-business accounts specializing in retail, professional services, manufacturing, technology, CPG, direct selling, communications and financial services markets.
- Unique mix of strategic marketing communication experiences including digital strategy and implementation, integrated program development and implementation, brand/identity management, strategic planning, product development, advertising, direct marketing, lead generation, social media, SEO, SEM, PPC and event planning/production.
- Computer and technical skills include: MAC/PC Expertise, Microsoft Office, Adobe CS Suite, Online Content Management Systems; certified in Managing Projects In Organizations from George Washington University School of Business and Public Management.

PROFESSIONAL EXPERIENCE

Rockfish Interactive **Cincinnati, OH** **2011 – 2014**

ASSOCIATE DIRECTOR, CLIENT OPERATIONS – 2013/2014

ASSOCIATE DIRECTOR, CLIENT SERVICES – 2012/2014

CONSULTANT, CLIENT SERVICES – 2011/2012

Led multi-discipline client teams across various vertical industries for an award-winning, WPP-owned, full-service, digital marketing and innovation agency; Rockfish teams combined best-in-class creative technologies and strategies to deliver effective innovation to accelerate growth for some of the world's largest brands; Nominated for Rockstar of the Month Award twice in 2013.

- **Managed a \$5.5MM book of business** which included the agency's largest account.
- **Drove account management efforts that produced 100% increase in second year revenue** for agency's largest client.
- **Directed a multi-office development team** in support of a 2012 presidential campaign, including development of the campaign's multi-platform mobile application.
- Led a team of 38 cross-functional experts to **plan, design, build and support the largest responsive website** at the agency to date for the agency's largest client.
- **Delivered on average a 39% net margin** across client portfolio through solid estimation, budget, resource and project management.
- Managed a team of professionals to **produce an integrated multi-market holiday campaign** that included a social media promotion, sweepstakes and broadcast spots.

Vertex Business Services **Richardson, TX** **2009 – 2011**

MARKETING MANAGER – 2009/2011

Developed and executed a marketing plan with budget to support the growth of the North American footprint of this \$750MM privately owned international business process outsourcer; researched, planned and executed the trade show presence including booth design, support materials and lead management resulting in 160 qualifying leads and contributing \$5MM in total contract value to the sales pipeline.

- Managed lead generation process with third party vendor **resulting in 100 qualified leads valued at \$8MM.**
- Managed and reorganized the internal marketing asset management tool with 634 files; developed sales and marketing materials including web content, white papers, case studies, presentations, ads, collateral, direct mail/email campaigns and social media content that **contributed to a pipeline valued at \$140MM.**
- Coordinated public relations initiatives with PR agency including the development of press releases, thought leadership and bylines **resulting in 3 published articles and 1 white paper.**

Jones The Florist, LLC **Cincinnati, OH** **2004 – 2008**

SALES & MARKETING DIRECTOR – 2007/2008

MARKETING DIRECTOR – 2004/2007

Provided strategic and practical input on tactical direction of the company as one of four members of the Executive Management Team; directed all marketing communications efforts for three lines of business including PR, print and online advertising, broadcast, outdoor, direct mail, email, brand identity, collateral, point-of-sale, trade show and CRM

initiatives, managed agency relationships; responsible for 13 associates/4 direct reports; developed and managed entire customer service program and two websites; directed corporate sales initiatives and product philosophy evaluations; led product development cycle for local floral and nationwide candy bouquet businesses; directed and performed due diligence for the successful overall integration of three different acquisitions.

- **Developed and managed two distinct e-commerce sites** and several micro sites, including implementing changes to improve traffic and conversions.
- Developed and managed brand dedicated to Wedding and Special Event industry, **delivering a 492% increase in business unit revenue over a three-year period.**
- **Increased average floral unit sale by 34.9% over a three-year period.**

Convergys Corporation

Cincinnati, OH

2000 – 2004

SENIOR MANAGER – CREATIVE SERVICES – MARKETING COMMUNICATIONS – 2004

MANAGER – CREATIVE SERVICES – MARKETING COMMUNICATIONS – 2002/2004

SPECIALIST – CREATIVE SERVICES – MARKETING COMMUNICATIONS – 2000/ 2002

Developed and managed annual budget of \$2.2MM; directly supervised and developed two professional associates and supervised cross-functional team of up to 15 associates; managed the external corporate image and ensured consistent use of branding/messaging across global marketing units through centralized materials creation and review of all collateral, advertising and website content; advised and executed brand integration initiatives necessitated by multiple acquisitions and the development of vertical market-specific solutions at both the corporate and business unit levels; managed the company-sponsored premium store that contained logo specialty items and automated the distribution of collateral for sales and marketing activities; Spotighting Employee Excellence Award Winner at Convergys 2004, 2001-2004 Marketing Merit Award Winner at Convergys, 2002 Aegis Award Winner for the Production of Two Corporate Videos.

- Wrote and produced strategic marketing communications deliverables that **generated 70% of all inbound marketing-driven inquiries in 2003**, including corporate and product collateral, advertising, event support materials, video and multimedia demonstration tools, direct marketing and website content.
- Developed and managed the Convergys Marcom Toolbox (a website accessed by 140 users worldwide that reduced costs and expedited the creation, approval and archiving of corporate creative materials developed by regional Marcom organizations and 40 agencies).
- **Saved \$150K in media costs during 2003** by effectively managing centralized global print media planning/buying for the corporation.
- **Supported the generation of \$50MM in revenue** during 2003 for the company's Offshore Services initiative by directing strategic marketing communications activities for the Offshore Services Strategy Team and producing all support materials.

POSITIONS HELD PRIOR TO 2000 INCLUDED:

1998/2000; Account Manager; Iacono Productions, Inc.; Cincinnati, OH.

- Expanded the company's revenue and profitability through new business development within the business theater, multimedia, graphic identity, print and video/film production markets.

1994/1998; Account /Production Executive; Madison Park Productions, Inc.: Cincinnati, OH.

- Increased sales 25% each year by enhancing studio profile through direct sales and public relations efforts. Developed and produced commercial and corporate audio recording projects for radio, TV, video, interactive CD/DVDs and websites.

1994; Media Assistant: Sive/Young & Rubicam; Cincinnati, OH.

- Planned and purchased broadcast radio and TV, print and outdoor media for seven accounts that included both national and local clientele. Managed broadcast station affidavits and reconciliation.

EDUCATIONAL EXPERIENCE

Miami University

Oxford, OH

1993

Bachelor of Science Degree in Mass Communication with a Media Management Emphasis

- Miami University Television, Management and WMSR Miami Student Radio, Disc Jockey
- Founding Member (re-colonization) of Epsilon Nu Chapter of Sigma Nu Fraternity and served in the following roles: Rush Chair, Lieutenant Commander, Judicial Board Member, Housing Corp. President, Alumni Advisor, Board Member.

PROFESSIONAL ASSOCIATIONS & VOLUNTEER ACTIVITIES

2014 – Paint The Town Volunteer; 2012/Pres. Chairman of the Immaculate Heart of Mary (IHM) School Education Commission; 2011/14, IHM School CYO Basketball Coach; 2011/ Pres., IHM School Football Media Specialist; 2009/Pres., Secretary and Founder of The Kairos Foundation; 2008/Pres., National Association of Photoshop Professionals; 2007/12, SCSA Soccer Coach; 2006/08 M.E. Lyons YMCA Volunteer Soccer, Basketball and T-Ball Coach; 2000/01 United Way Campaign Account Manager; 1994/01 Ad Club of Cincinnati Member; 1999/01 Happen! Volunteer.