

FRED MARX

3029 Renaissance Parkway
Jamestown NC 27282-8753

fredmarx@aol.com
336 553-7747

Summary

Business professional with expertise in communications, customer contact and service. Experienced with mid- to large-sized companies across industries. Known for accountability, reliability, and for having a positive impact on every project. Proficient with all e-communications platforms.

Experience

CAREGIVER – Relocated to North Carolina to render care to aging parents. 2008 – present

VICE PRESIDENT – OPERATIONS 2006 – 2008
KeyStone Search Minneapolis MN

Selected and managed all internal processes, marketing materials and information. Performed research. Translated market data for generalized audiences. Developed internal and external communication tools. Managed vendor relationships for a prominent \$1.5 million Twin Cities executive search firm.

- Developed proprietary CRM database; grew it from 5,000 to 25,000 records in two years
- Researched several public and proprietary data sources to identify potential candidates for employers
- Managed IT contractors, all other operational vendors to ensure continuity of service and pricing
- Developed internal processes and procedures to improve office-wide workflow
- Edited publications, proposals, and candidate presentations to ensure all communication was consistent, error-free and well polished
- Researched and wrote resource and instructional material for candidates which provided them with current market information and guidance in creating job search tools

INDEPENDENT CONSULTANT 2004 – 2006
Plousios, Inc. Minneapolis MN

Advised emerging companies across industries on various communication projects. Client industries included: medical device recruiting, CPG manufacturer, home remodeler, metro police department, major film producer.

- Wrote business plans that concisely communicated the emerging business' direction and plan for future development and funding
- Enhanced and edited theatrical script for a major stage production enabling the director to seamlessly execute the play in real time
- Created a script outline for a prospective major motion picture
- Researched and developed story line for prospective television series to ensure authenticity while still capturing a broad and retained viewing audience

SALES MANAGER – GROCERY DIVISION 1999 – 2003
United Natural Foods, Inc. Minneapolis MN

Performed extensive market research and analysis. Designed, implemented sales and marketing programs. Hired, trained, equipped, mentored sales force. Grew new business; retained mature accounts for this well-established \$1.4 billion wholesale CPG distributor.

REGIONAL MANAGER 1992 – 1998
Natural Ovens of Manitowoc, Inc. Bloomington MN

Managed all operations of sales, twelve delivery-vehicle fleet. Developed region-specific marketing plan, sales training program; hired, directed marketing coordinator for large Midwest bakery distributing product DSD to retailers.

TALK-SHOW HOST

1989 – 1991

WCUB Radio

Manitowoc / Green Bay WI

Conducted daily morning-drive talk show with invited guests, discussion of topics in-depth, and many interactive calls taken from listeners. Conducted extensive research of local market and issues in preparation for show content and guests.

- Brought morning-drive show to first place in market within 1 ½ years by increasing marketing and advertising efforts as well as capturing more listeners by producing compelling issue-rich content
- Enhanced reputation of the show contributed to doubling of revenue for daypart

INDEPENDENT TELEVISION PRODUCER

1986 – 1988

Independently created products for both private and public industries that utilized various media solutions to communicate a specific message.

- Produced radio, and television campaigns for gubernatorial candidate including award-winning TV spot
- Produced 10-minute documentary in support of Utilities' effort to build nuclear power plant which increased awareness of the merits of nuclear energy generation

MARKETING MANAGER

1984 – 1986

MultiVisions Cable Television, Inc.

Anchorage AK

Wrote, and implemented 88-page marketing plan for cable television franchise. Directed creative process and output of advertising agency. Managed 120 customer service, sales and operations staff.

- Achieved remarkable turnaround in customer / community relations; increased subscribership level 64% in less than two years (Growth: 22,000 to 36,000) as a result of comprehensive marketing communication plan.
- Served as subscriber advocate, company spokesperson, media relations
- Conducted extensive market research and focus groups
- Selected, supervised output of advertising agencies

PRODUCER / TALK-SHOW HOST

1979 – 1984

KFQD Radio

Anchorage AK

Conducted evening talk show with invited guests, discussion of topics in-depth, and many interactive calls taken from listeners.

- Developed, and produced three new program concepts that were added to weekly lineup to expand the programming to address issues at the heart of the local listening community

PROGRAM PRODUCTION SPECIALIST – RADIO / TELEVISION

1976 – 1982

United States Air Force

Producer of original programming seen via satellite on three continents.

- Only winner of two consecutive annual 1st Place teleproduction awards; accolades brought substantial increase in annual funding for AFRTS

Education Department of Defense Information School

Advanced Electronic Journalism
Supervisor Course

Awards DoD "Thomas Jefferson Award" (2) for excellence in international television production
USAF Meritorious Service Medal
USAF Commendation Medal (2)
Regional awards for excellence in commercial and programming production