

BEN CARSON

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1228 Broomfield Drive, Greenville, NC 29617

SENIOR MARKETING MANAGER

SMALL BUSINESS – BANKING – FINANCIAL SERVICE – ADVERTISING

Results-driven creative marketing management professional with more than 20 years of experience in marketing and advertising, concentrating the past 8 years on the cultivation and retention of small business relationships. Utilize strategic thinking to interpret and analyze needs and data, creating compelling product messages and meeting corporate goals. Recognized leader and coordinator of effective cross-functional teams. Work well in fast-paced and changing environments.

STRENGTHS & CAPABILITIES

Thought/Team Leadership
Problem Resolution
New Business Development

Product Marketing Campaigns
Project/Operations Management
Data & Competitive Analysis

Track & Analyze Project Results
Presentations and Negotiations
Customer Service & Retention

SELECTED EXPERTISE

- **Marketing Management** – Develop and deliver cross-functionally teamed, marketing campaigns. Create and maintain budgets of \$500,000+, forecasts, and financials, maximizing efficiency and reaching goals. Coordinate full process implementation including idea design, approval, development, testing, implementation and campaign analysis. Incorporate numerous online and traditional marketing strategies including direct mail, search marketing and value-added content.
- **Small Business Marketing** – Expertise in small business marketing design and campaign implementation within numerous industries. Implement analysis-driven small business growth strategies to create effective marketing solutions across multiple channels.
- **Relationship Management** – Extensive thought leadership experience developing teams and acting as liaison during marketing project development, management and delivery. Communicate effectively with senior management, ancillary department experts and customers. Utilize several avenues for lead generation to seize new opportunity and build existing customer relationships.

CAREER HIGHLIGHTS

BANK OF AMERICA, Spartanburg, NC

2005 to Present

Vice President – Small Business Marketing Strategist

Accountable for the success and expansion of marketing campaigns directed at the small business customer base. Manage full-cycle including developing a specific campaign strategy, communicating with advertising agency to coordinate creative concepts and media recommendation, structuring the marketing offer, producing financial justification, and presenting concept to senior management. Conduct tests before providing sales lists to the field force for launch. Gather and analyze sales results and present written conclusion to management. Apply ongoing campaign measurement for continuous improvement.

- **Consistently meet and exceed small business sales campaign goals** including meeting Winter 2011 goal of more than \$31 million and achieving 162% of Fall 2010 goals equaling \$44 million in new deposits.
- **Instrumental in the transition from traditional to digital and online marketing campaigns**, researching and promoting online advantages and savings in display advertising

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and email marketing; continue to see cost savings increase since launch in 2006 of 4% to more than 16% in 2011.

- **Redesigned the lead generation program and new vendors sourcing**, lowered cost per appointment generated for sales officers by 62%, from \$250 to \$95 per appointment.
- **Recognized for achievements, dedication and motivation** including to recent awards for Business Acumen; Composure; Organization and Measuring work in 2012 and for Project Management Recognition in Fall of 2011 for motivating others, and team player collaboration.

TTV INDUSTRIES, Charlotte, NC

2002 to 2005

Project Manager

Managed team of 5 strategists that administered the digital equipment company's Value-Added Reseller Certification program until TTV was acquired by HPX Computer. Maintained program, tracked and analyzed data and customer responses, and improved process as needed.

- **Led establishment and implementation of the Value-Added Reseller Certification** which took 8 months of preparation, cross-functional meetings with dealers, HPX management, and TTV team to coordinate process and related IT needs; maintained \$75,000 budget and completed project nearly 1 month

DIVINE COMMUNICATIONS, Asheville, NC

1996 to 2001

Account Supervisor

Supervised team of 6 that worked to keep BMW dealers current on service and parts marketing programs. Communicated with department head and senior client management presenting concepts and new program opportunities.

- **Designed and launch the successful Candal Communication Center**, which won a quality award from dealers.
- **Facilitated the enrollment of 235 dealers to a vehicle service phone call follow-up program**, resulted in generating \$500,000 in additional annual revenue.
- **Strengthened communications between commercial fleet accounts, dealers and BMW Fleet HQ** after coordinating a team of 3 agents to run the dedicated fleet information center.

District Marketing Manager – JP MORGAN BANK, Charlotte, NC

1994 to 1996

Account Manager – STINSON CREATIVE SERVICES, Charlotte, NC

1992 to 1994

EDUCATIONAL HISTORY

UNIVERSITY OF NORTH CAROLINA, Asheville, NC
Interactive Marketing Certification

UNIVERSITY OF NORTH CAROLINA, Chapel Hill, NC
Master of Science Degree in Marketing
Bachelor of Science Degree in Marketing