

Senior Director of Marketing

Vincent G. Gleason

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Summary of Qualifications

Senior Director of Marketing, Strategic Planning, Corporate Restructuring, Strategic Negotiations, Acquisitions and Strategic Alliances, Risk Management, International Operations, Operations Management, Turnaround Management, Branding, Social Media & Website Design.

Attained industry-recognized results as Executive Director & Senior Director of Marketing in separate industries. Experienced Executive Director, General Manager and Director of Marketing. Experienced in corporate restructuring and rebranding of numerous organizations. Accomplished winner of 5 major awards as Executive Director and Senior Director of Marketing.

Professional Experience

**Fingerlakes Mall Aquisitions
Auburn, NY**

Senior Director of Marketing

2013 to present

Rebrand of struggling mall division for maximum efficiency. Raised foot traffic over 600% in 2013 compared to prior year. Raised foot traffic 40% more in 2014.

- Implementation of new marketing strategies and plans.
- Creation of 4 new centers for daily cash revenue within 90 days.
- Change over of graphic design and media in house.
- First fiscal gain year in over 12 years in Marketing in 2014.
- Winner of 2014 Community Partner Award.
- Saved over 40% on budget 2014 & 2015 through use of strategic partnerships.
- Creation of Buy Local Initiative in 2016. Signing of 20+ new stores in 6 months.

**TheRun4Life Inc.
Auburn- Syracuse, NY**

**Executive Director & Foundation Director
2007 - 2013**

Executive Director of TheRun4Life Inc. Serving Cayuga County and the surrounding areas of New York State. Setting up healthy events for the communities in the service area. Corporate focus on fighting child obesity, and child friendly events. In the ending years we worked in all of New York, Pennsylvania, Maryland, and Washington D.C.

- Creator of over 4000+ events in the Greater NY area
- Winner of 2 national contests in 2010- 2011 with Pepsi.
- Voted 9th and 11th best charity in the country in 2011 out of 200,000 entries.
- 4-Time Winner of the Guidestar Gold Award for Transparency.
- Creator of social media campaigns working with local high school and college students
- Creator of fastest growing event in Lake Effect Half Marathon. From Creation to sell out in 6 weeks.

**Eckerd Corp
Syracuse & Rochester, NY****General Manager, District Reset Manager
2000 - 2007**

Started career as assistant manager. Rose the ranks in 6 weeks to General Manager. Ended up running over 26 stores in my tenure.

- Work in inner cities with challenged stores.
- Smallest store ran was 10 million in inventory.
- Work in NY, Manhattan, & Baltimore, MD.
- Creation of bonus & incentive programs.

Education

- Master of Business Administration (Law, Marketing, NPO), Marylhurst University, 2011.
- Bachelor of Arts (Social Services, Structuring), Empire State College, 2008.

Honors, Awards, and Special Recognition

- Guidestar Non-Profit of the Year Award Winner 2011-2014.
Only Gold award winner in 4 year term in the nation.
- Woodmen of the World Marketing of the Year Award, 2014, 2015.
Best in Community Service.
Fingerlakes Mall Marketing for Community Involvement.
- Featured Marketing & Humanitarian of the Year, 2015.
Article Featured January 31, 2016. Auburnpub.com.

Computer Proficiency

- Microsoft Suite, Outlook & Publisher.
- Windows Formats.
- HTML, JAVA, Programmer & website creation.

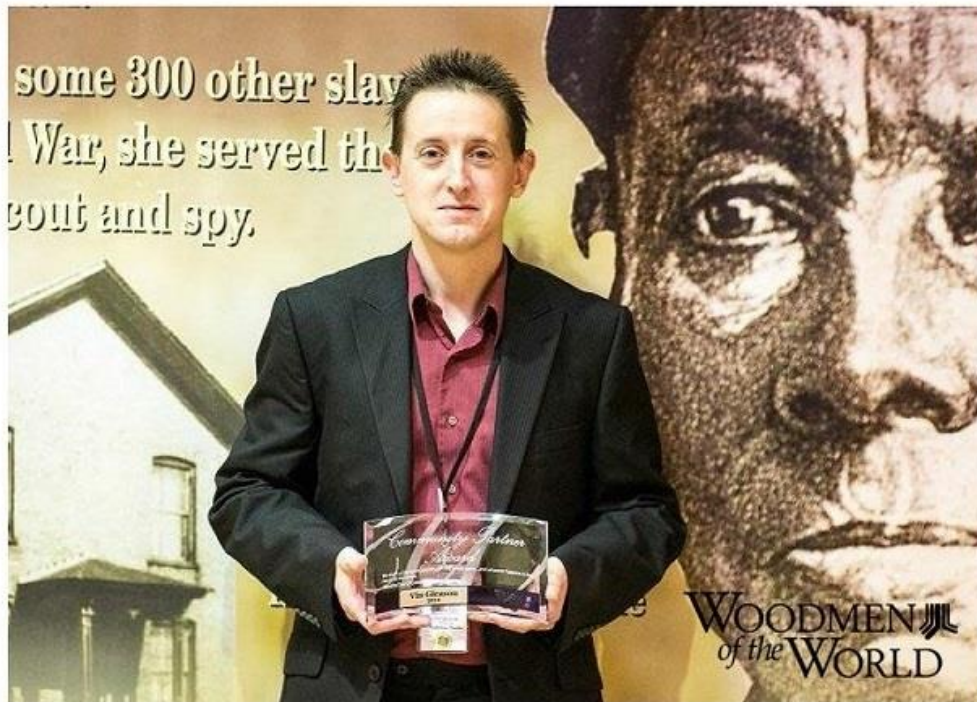
Special Interests and Activities

- Member, Chamber of Commerce.
- Work for Internal Revenue Service. Beta Testing of Website.
- Marketing Courses Taught at Local Mall.
- Volunteer, over 60+ Programs a Year.
- Work with local baseball programs.

References

- Reference sheet is available by request.
See article below about award status.

Vin Gleason, Director of Marketing for the Fingerlakes Mall, is the recipient of the 2014 Woodmen Community Partnership Award from Woodmen of the World, Elbridge, New York. Qualifications for receiving this award include exhibiting initiative, leadership, and involvement in projects that embody the spirit of genuine partnership and benefit their overall community.



For 7 years worked in Management at Eckerd Drugs and then graduated from Marylhurst University with his Master's in Business Non Profit Management. Vin is a member of the Auburn community and founder of a local nonprofit called "The Run 4 Life" which promotes healthy lifestyles among the Youth. Over the past 9 years, Vin has partnered with many organizations throughout Cayuga County and Central New York to promote events, visibility and funding. Vin and his teams have helped raise over \$2 million for children's organizations, medical research and city parks.

Vin's many contributions to our local community merit the Woodmen Community Partnership award. Vin's currently is partnering with local organizations at the Fingerlakes Mall where he implemented the community window project that showcases local nonprofits. He built a community room available for meetings and events and most recently added a community music room that hosts acoustic and open mic, for local performers... all free to nonprofits. In addition, he puts on many family events in the Fingerlakes Mall center court that showcases local and national talent. These events are generally free and open to the public.