

John Wilkins
Marketing Executive
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A communications and graphic design professional with 19 years experience in corporate marketing, web site design, project management, search engine marketing, print, trade show, catalog, annual report, logo design and point of purchase display creation. I am perceived as creative, exceptional at branding and who has vision.

EXPERIENCE

The McShane Companies - Rosemont, IL

Reported directly to Chief Marketing Officer

Industry: Commercial Real Estate / Commercial Contractor

- Managed marketing team, directed projects, process improvements
- Moved website production in-house, reduced agency costs
- Developed, updated over 36 websites and created website graphic templates
- Project manager, designer for Wordpress site migration
- Wordpress development, custom .css
- Integrated McShane's first SEO, social media marketing programs
- Trade show booth creative theme, design
- Updated proposals, presentation folders, Powerpoint, improved branding
- Migrated McShane to, projects to InDesign and Adobe CC - modern marketing systems

Senior Marketing Executive - Date Completed - March 2015

HSBC BANK - Multiple Offices

Reported directly to VP Corporate Communications

Industry: Banking - Consumer Finance

- Ran national website quality improvement program via conferences, communications
- Worked with 129 website owners on content improvements, content management system training
- Developed North America national conference branding and materials
- Brand ambassador, creating multiple, digital, web, print materials used by C-level management
- Responsible for monitoring brand guidelines and approving materials in US and Canada
- Created internal branding and communications for presentations, digital signage

Assistant Vice President - Corporate Communications - Date Completed - September 2009

ACS Motorola - Westmont, IL

Reported directly to VP Marketing

Industry: Commercial Communications Equipment

- Improved search results substantially with redesigned business website, integrating .css, search engine optimization, search term research and development
- Top 10 ranking for 85% of products 6 months following SEO improvements
- Integrated product catalog marketing program with American Hotel
- Created branding including icon-ordering system for client catalog listings
- Assisted in managing assembly fulfillment, managing warehouse personal, improved efficiencies

Marketing Director - Date Completed - January 2006

Skills:

Project and Team management, website design, Wordpress site development, Content Management, search engine marketing, e-commerce, branding, creative, print design, email marketing, social media, podcasting, corporate communications, print design, trade show booth, catalog creation, Adobe CC, offset, spot color, foil stamping, die cutting and point of purchase materials.