# Michael H. Larmon, Jr., mba

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## **Strategic Marketing Automation Savant With A Passion for Integrated Marketing, Entrepreneurial Success, and Technology Seeks Challenging Role In A Senior Marketing Position in a Fast Paced and Progressive Company.**

## \_\_\_\_\_\_\_\_\_\_ **Achievement Summary** \_\_\_\_\_\_\_\_\_\_

**Strategic Marketing Execution**--Professional milestones encompass generating enduring strategic B2B marketing plans integrating multiple business areas. Record-breaking and award-winning results achieved by uniting: research-backed demographic & market segmentation analyses; price-point dynamics; promotional incentives; integrated advertising, branding, & marketing; and emerging technologies. Generates digital marketing strategies employing SEO/SEM, display advertising, brand management, content marketing and media sharing.

**Marketing Campaign Development**-- Fully adept at delivering digital marketing strategies and delivering ROI; Able to deliver true VOC insights and manage complex issues while maintaining a professional and customer focused image. Transforms CRM, promotional, and customer analyses data into marketing information including Salesforce, Pardot, Hubspot, Google Analytics, and Hootsuite; Led several major multi-million dollar grossing initiatives covering: new product & services launch, branding, product development, sales channel expansion, lead generation, and, end-user (consumer and enterprise segments) public relations. Organizes and develops trade show strategies and special events planning

**General Management Business Growth**--Directs multiple teams’ integration inclusive of extracting maximum productivity and quality from external agencies, subcontractors, and freelancers. Manage complete RFQ & RFP process internally. Mentored over a dozen professionals subsequently selected for managerial roles. Generated numerous business development components including scripts, prospecting/promotional campaigns, and special events.

**Bottom-Line Leadership**--By fulfilling multiple roles and negotiating very tough but ultimately fair contracts with vendors and suppliers, saved most employers hundreds of thousands of dollars annually. Increased marketing impact and brand identity at multi-million-dollar values for three of last five employers. Won industry recognition and positioned employers to achieve above average MROI.

## \_\_\_\_\_\_\_\_\_\_ **Career History** \_\_\_\_\_\_\_\_\_\_

WHITE CITY CONSULTING GROUP, Chicago, IL ([whitecityconsulting.com](http://whitecityconsulting.com)) January 2008 – Present

##### **Marketing Automation Strategist/Founder**

Independent consulting firm specializing in Pardot implementation, Salesforce integration, marketing automation, creative solutions, brand engagement, and integrated marketing campaigns. Lead art direction, creative, business development and end user solutions. Plan, hire and direct freelance teams depending on assignment and project scope. Clients include small & medium sized business including West Monroe Partners, Omron, Peerless-AV, Hillenbrand, and Beverage Alliance, LLC.

**Achievement Highlights**

* **Implementation Consultancy**—Lead and direct all implementation processes for new and existing installations. Deliver SOW and project milestones while remaining on time and budget. Deliver upsell options on creative solutions, copywriting, and web development. Manage both third party and client side roles and responsibilities
* **Creative Solutions**--Art direction and creation for product packaging, website, and sales collateral. Trade and specialty graphics including trade shows, POP displays and specialized concepts.
* **Brand Engagement**—Develop and implement social media plans including, real-time networking, search engine optimization (SEO) and digital campaign development. Email, website, and integrated plans to effect brand interaction across all channels.
* **Strategic Marketing** –Develop, design and lead all facets of strategic plans including PR liaison, corporate image management, developing brand logo standards, and internal and external corporate communications

ION EXHIBITS, Itasca, IL (ionexhibits.com) April 2016 – Present

***Director of Marketing and Sales Enablement***

Reporting directly to the CEO - Manage the entire marketing and lead generation program for North America. Direct the development, execution, and administration of Salesforce and Pardot implementations and management. Develop marketing communications initiatives including product launches, sales collateral, tradeshows, campaigns, social site presence, company website, public relations, internal communication, regulatory communications and corporate events. Direct a team of two including marketing manager and digital specialist.

Achievement Highlights

* **Tactical Execution** – Completely revamped marketing structure and message. Managed and led the Pardot implementation into existing Salesforce environment including asset development, KPI outlines, and the creation of a comprehensive editorial calendar. Developed new procedures for campaign execution, and reporting structure. Used new marketing automation platform for campaign execution and led new lead gen programs into sales funnel. Saw a 40% increase in new lead generation
* **Brand Marketing Management** – Developed new messaging and created a differentiation structure for company image vs. brand management. Worked with Agency to develop key messages and company look, including layout, design, templates, and standardization. Formulated a brand plan for all product verticals with a new look and design to reflect a more cutting-edge image and feel

**Financial Operations**—Planned and budgeted 3-year financial plan for marketing spend to coincide with increased sales revenue targets and projections. Developed an ROI reporting strategy for marketing spends to increase awareness of investment opportunity for new marketing goals and objectives, while simultaneously decreasing spends for no effective programs. Delivered a new advertising plan that resulted in a 17% reduction in spend vs prior year.

BIMBO BAKERIES USA Des Plaines, IL ([grupobimbo.com](../../../../KK/AppData/Users/KK/AppData/Local/Users/mikel11us/Downloads/peerless-av.com)) March 2013 – April 2016

##### **Sr. Marketing Manager**

Reporting to the Vice-President of Marketing - Reenergized integrated marketing communications to drive focus and awareness of company and products in North America. Help manage new product development and growth of new and existing products within North America. Track the client growth maturation process through the close of new business. Work closely with the National Account Directors to analyze and drive growth or to make necessary changes that will ensure achievement of financial targets within product lines by aligning with sales.

**Achievement Highlights**

* **Tactical Execution** -- Increased exposure of new branding and account penetration and company’s digital presence nationally. Led new marketing communications initiatives including website, collateral, social media and trade show presence.
* **Strategic Marketing Management** -- Led new marketing initiatives to grow B2B company presence through digital and traditional elements resulting in higher spend for future investment in trade & communications spending. Manage marketing agency relations and set goals and objectives for annual marketing plans. Make strong contributions in New Business Development and execution against marketing strategy by working with Business Directors and Account Managers to identify future areas of growth, new market segments and new applications.
* **Management of Operations**-- Manage cross-functional teams for projects using the stage gate process for development and commercialization. This includes project definition, validation, financial planning, research and development, testing, sales and channel training, production and financial tracking over product life cycle.

PEERLESS-AV, Aurora, IL ([peerless-av.com](../../../../KK/AppData/Users/KK/AppData/Local/Users/mikel11us/Downloads/peerless-av.com)) March 2011 – March 2013

##### **Director of Corporate Communications/Marketing Services**

Reporting to the Vice-President of Marketing & Communications - Branding and digital marketing leader; art-, budget-, copy-, and creative-director for advertising, packaging, web, and collateral sales & marketing materials production. Lead contact for PR, web & creative agencies. Negotiates primary and secondary ad placements and rates. Plans and administers annual budgets in the $1.4M range. Directs a team of 6 consisting of 3 graphic designers, 2 project managers and one video specialist plus up to 15 external resources including web and print agency staffs and freelancers for graphics & content, web, and pre-press.

**Achievement Highlights**

* **Marketing Management**--Standardized branding to optimize cross-platform (digital, print) opportunities; by designing for print and Internet simultaneously, reduced production expenses by at least $200K annually. Developed new analytic procedures to rate, track, and review all media metrics; developed the firm's most comprehensive decision-making platform in its history which provides near real time metrics in marketing return on investment and search engine (SEO) effectiveness. Implemented Google AdWords campaign and delivered a 235% increase in website traffic.
* **Operations**--Developed a social media marketing collateral production and management platform; automated monitoring and optimized content generation by leading development of an online digital asset management tool and eCatalog, which empowered rapid updating. Production achievements include high-appeal POP displays, secondary placement collateral, and trade show graphics.
* **Bottom-Line**--Opened up $500K in new marketing programs to new channels including healthcare and education. Provided direction and oversaw new digital marketing strategies including web, social & email that returned over twenty dollars in new business for each dollar spent. Generated significant intellectual capital in the form of creative branding concepts, graphics ideation, leading edge product packaging solutions, and integrated advertising, branding, and sales & marketing campaigns.

visED RESOURCES, INC., Naperville, IL ([visedresources.com](http://www.visedresources.com)) Jan 2008 – March 2011

##### **Director of Marketing & Sales**

Reporting to the President - Upgraded sales and marketing for an educational products and technology services provider. Oversaw all sales and marketing activity. Generated new sales opportunities and implemented delivery and installation plans. Directed an internal support team of 4 and an external delivery and logistics team of 30 across 7 states.

**Achievement Highlights**

* **Marketing Excellence**--Developed traditional and digital marketing strategies. Developed a go-to-market strategy to exploit an existing but underappreciated CRM system to exponentially expand the client base.
* **Operations**--Developed digital marketing and management platform; automated monitoring and optimized content generation by leading development of an online marketing program to deliver target sales and to customer potential. Production achievements include high-appeal trade show displays, direct mail and brand image management
* **Sales Management**--Increased gross profits by an average exceeding $.5M for each of the first two years; in 2008, led a market capture initiative which grew annual revenues by over $.6M with only slight increases in spending and no decrease in margins; in 2009, negotiated a number of favorable contracts with educational materials manufacturers and vendors. Thereafter, developed the long-term strategic product implantation plan.

SANFORD BRANDS (*a division of Newell Rubbermaid*), Oak Brook, IL ([expomarkers.com](http://www.newellrubbermaid.com/)) Oct. 2004 - Jan 2008

##### **Sr. Brand Manager**

Reporting to the GM/Vice-President – Developed and lead strategic global marketing efforts to support a large scale investment ($25M) in a new internal business venture. Secured resources and lead creation of product, promotion, and pricing strategies from development to launch to post event success plans. Participated in due diligence team for company acquisition of a technology platform to support new business venture. Owned brand creative; composed creative briefs & sales pitches, led graphics development and promotional campaigns.

BRACH’S CONFECTIONS, INC., Chicago, IL (brachs.com) Feb. 2002 - Oct. 2004

##### **Brand Manager**

DEAN FOODS COMPANY, Rosemont, IL ([deanfoods.com](http://www.deanfoods.com)) May 1997 - Jan. 2002

**Associate Brand Manager** (2000-2002)

**Marketing Associate** (1997-2000)

## \_\_\_\_\_\_\_\_\_ **Education** \_\_\_\_\_\_\_\_\_\_

* Master of Business Administration, Marketing Management (2006), Benedictine University, Lisle IL.
* Bachelor of Arts, Communications, Southern Illinois University, Carbondale IL.