

Bill Fleming | Resume

Overview

Versed and well-connected with the local graphic design community for over 15 years. Personable, attentive, pragmatic and technologically savvy.

Marketing strategist

Collaborate with leaders and peers to determine, define, and capitalize on organization's strengths. Assess needs and audiences for positioning tactics. Develop mission statements, value propositions, product naming and promotional tiers.

Content development

Organize and structure content for readers to easily understand and use. Strong at editing copy to shape and harness messaging. Clever at developing copy points for brochures, pamphlets, advertising and web sites.

Public relations

Strategize and execute PR initiatives including crafting stories to pitch, contacting editors, and follow-through to get stories publicized. Adept at honing topics and presenting them succinctly to ensure editors 'get it' quickly.

Focus groups & surveys

Engage people to share ideas and opinions, to enable coalescing messages and positioning. Conduct focus groups and surveys to gather feedback and qualified insight. Distill dialogues into easily digestible reports.

Professional Experience

Independent Marketing Consultant/Strategist

Various Creative Companies & Corporate Institutions

1998-Present; Greater Boston

Assist owners and department heads with marketing endeavors including corporate/product positioning, direct mail campaigns, public relations, presentation development, lead generation and proposal development. Contracted by various agencies and clients to develop copywriting for product/service launches and repositioning.

Develop Marketing Plans for creative companies including positioning statements, campaign mechanisms and timelines. Create proprietary Communications Audits to evaluate various marketing mechanisms to reveal issues and offer recommendations. Execute proprietary Client Surveys to solicit dialogues that are distilled into reports that document perceived strengths and shortcomings.

Clients range from small creative firms to large international institutions.

Accomplishments: *Public relations liaison for Head Of The Charles Regatta, including content development for MetroBoston's largest advertorial section. Successfully pitched principal of map-lab to write feature article in BSA's ArchitectureBoston magazine about "measuring design" of the MIT Stata Center. Repositioned OPED, a German-based orthopedic device company, for US presence. Facilitate judging of ReBrand competition, prompting and capturing dialogues with 10 internationally acclaimed branding experts. Staff development and recruitment at Studio-e to elevate capabilities. Implemented systems and processes to ensure profitability for various [confidential] design firms.*

Bill Fleming

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Professional Experience (continued...)

Business Manager/Account Manager Titanium (formerly DeWitt Anthony, Inc.)

1995-1998; Northampton MA

Strategic advisor to partners of sophisticated and forward-thinking advertising and design firm. Directed all administrative functions including financial management, systems implementation, and staff management.

Account Manager of one of their larger clients, managing projects' scope, schedules, and budgets. Engaged in top-level dialogues about the firm's repositioning.

Accomplishments: *Dialogues and infrastructures resulted in enabling company to grow threefold. Brought stability to the firm, which resulted in profitability.*

Education

Bachelors in Business Administration University of Massachusetts at Amherst

1994-1997; School of Management

Went back to school full-time after 7-year hiatus.

Coursework concentration in advertising and multimedia. Graduated Cum Laude.

Conferences

AIGA (American Institute of Graphic Arts) various regional and national lectures; 1990–present

American Marketing Association various regional lectures; 2008–present

Macworld, New York & Boston; 2001–2004

Rochester Institute of Technology's Printing Seminar; 2001

Etc...

Co-producer & Co-writer, 48 Hour Film Project; 2007–2008

Rower, Community Rowing Inc. & Gentle Giant Rowing Club; present

Partial client list

Collaborated Inc.
Communication Via Design
Flanders + Associates
Head Of The Charles Regatta
map-lab
OPED U.S.
Planet-TECH
ReBrand
squareFACTOR
Studio-e

Professional skills

Copy development & editing
Focus group facilitation
Information architecture
Lead generation & management
Media buying
Print project management
Public relations
Small-business management
Usage rights legal generalist
Web development generalist

Software proficiencies

Acrobat Professional
Dreamweaver
Excel
FileMaker
InDesign
Photoshop
PowerPoint
Quark
Word
MacOS & Windows

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