

HOWARD RONDER

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Cross-platform creative specialist with proven analytic, strategic and creative track record for integrating & strengthening brands, client relations, building teams and multi-channel engagement across B2B, B2C and C2C platforms.

Professional Experience

AR C, San Francisco, CA

2009 – Present

DIRECTOR OF CREATIVE SERVICES, STRATEGY, DESIGN

Develop and implement brand strategies across online channels, print, broadcast, PR, CPG, video and direct response to increase brand reach, impact and improve SEO/ user experience. Deliver creative analysis, design global brand strategies, architect product launch/ engagement initiatives and produce market-shaping results with incisive creative work that educates, informs and motivates. Clients/accomplishments include:

- **Lynda.com:** Created brand strategy to launch new home page design, email campaigns, landing pages, documentary series. Results include significant new lead generation and 35% increased membership within 3 months. Lead internal and external resource development through creative services direction, including staffing, budgeting and scheduling; ensuring smooth workflow and increased productivity.
- **Pranamaya.com:** Deliver creative excellence that embodies consumer wants and needs to fuel action to increase engagement, loyalty and sales performance. Re-engineer online brand presence and packaging for stronger customer satisfaction, longer retention rates, improved user experience and higher conversion rates.
- **GreenIrene.com:** Consistently craft effective, intuitive and original solutions to marketing, sales and management challenges -contributing to articulated vision and consensus among stakeholders. Grew consultant base by 250 in initial four months of re-launch, generating 120% revenue increase, PR placements and brand recognition.

Working Assets/CREDO Mobile, San Francisco, CA

2008 – 2009

CREATIVE DIRECTOR

Creative stewardship and integration of brand strategy through all channels and consumer touch points for \$120M telecommunications company specializing in mobile citizen activism.

- **Developed and implemented highly successful branding programs** which enhanced online strategy with site optimization including rich-media and content management for improved sales process, resulting in higher click thru, sign-ups and 25% increased sales. Established brand guidelines for product categories: long distance, mobile, credit card and packaging with refreshed look and messaging that humanized and activated; resulting in increased PPC, loyalty and conversion.
- **Supported retention and awareness** marketing efforts through interactive, print and direct response creative solutions to reach deeper and more cost effectively at target audience.
- **Implemented creative services processes and galvanized** creative teams to manage agency resources and expedite production for all creative projects reducing budget by 30% and increasing productivity.

World of Good, Emeryville, CA

2006 - 2008

VP CREATIVE AND MARKETING

Established brand platform, marketing communications and managed implementation strategy; elevating creative, improving productivity and roll out of multi-channel strategy for \$40M Fair Trade consumer products company.

- **Refreshed consumer branding** while preserving core character and humanism of identity for online marketing, e-commerce and retail presence resulting in 300% growth in one year. Established strategic partnerships and affiliate programs to drive PR initiatives.
- **Improved retail presence** with in-store fixtures, graphics and messaging in natural food, book and specialty channels, lifting the category and driving traffic to destinations, generating 200% improved retailer margins.
- **Revamped online strategy** by enhancing consumer engagement, outreach and direct sales with integrated marketing and creative implementation doubling orders, tripling subscribers and improving direct sales by 150%.

HOWARD RONDER

Gaiam, Boulder, CO

1996 – 2005

VP CREATIVE AND MARKETING, VP CREATIVE, CREATIVE DIRECTOR

Responsible for establishing brand platform, leading the creative direction, creating superior product and managing daily operations of creative and marketing in multi-channels including: interactive, advertising, direct response, packaging, retail and corporate identity for publically traded, international \$300M consumer products, lifestyle and publishing media company.

- **Member of Sr. Management team responsible for growing business from \$35M to \$250M** by infusing creative energy, processes, leadership and new articulated vision for what inspired customers and expanded outside core segments of proprietary brands of original media and products.
- **Provided overall strategic creative and marketing direction** to complex multi-channel organization; including concept development, project management, budgets, schedules, art/editorial teams, photo shoots and execution.
- **Developed critical sales/product launch strategies** by producing exciting, memorable creative for retail environments, POS, packaging, trade exhibits, B2B and B2C, consumer catalogs, web, email, advertising, corporate videos, magalogs, investor kits, and annual reports that grew revenues from \$6M to \$280M.
- **Conceived and implemented** advertising for corporate, trade and consumer print and collateral to add pull-thru value to product positioning and consumer awareness resulting in 150% category lift.
- **Developed creative channel merchandising** strategy for Borders, Barnes & Noble, Whole Foods. Created specific product set for Target. Negotiated licensing with Universal Studios, Warner Bros. and Rodale.
- **Grew catalog circulation 300% to 20 million annually distributed**, expanding division revenues to \$60M with comprehensive marketing strategy. Directed brand extension to the company’s first ecommerce site.
- **Reduced printing costs** by more than \$3.5M without compromising quality. Completed RFP assessment and secured 20% print savings, 6% pre-press, 10% paper.

Grey Direct Advertising, New York, NY

1994 - 1996

ASSOCIATE CREATIVE DIRECTOR

- **Conceptualized, created and managed** B2B and B2C direct response marketing and advertising for up to 30 concurrent projects, with budgets from \$35K to \$1M. Significantly contributed to new business acquisition. Clients included: Mitsubishi, Prudential Home Mortgage, GE, Lexmark International, Dominos, and IBM.

Ronder Design Group, New York, NY, Los Angeles, CA

1992 - 1994

OWNER AND PRESIDENT

- **Developed, planned and directed** B2B and B2C advertising/marketing campaigns, with emphasis on direct, entertainment, sales collateral. Worked closely with account management, agency/studio creative staff, and clients. Clients included: Krupp/Taylor USA, Grey Direct Advertising, East/West Design, Brierley & Partners, Bowes Dentsu, Time-Life Books, AT&T, American Express, Meier Advertising, Ruder Finn PR, and Metropolitan Life.

Education

MA, Antioch University, Los Angeles

BS, Journalism, Advertising and Graphic Design, Ohio University

Marketing and Film Distribution, UCLA

Personal: Ability to bring out best in people; dedicated to innovative brands for conscious consumers; high ethical standards; persuasive and intuitive; mentor and instructor; clear communicator; yogi.

Technical Skills: InDesign, Keynote, CS5 - Photoshop, Illustrator, HTML, Microsoft Word and Excel, Power Point.

REFERENCES AND PORTFOLIO AVAILABLE UPON REQUEST