

## Qualifications Summary

- 20 years of integrated marketing experience, including advertising, branding, sales promotion, social media and special events.
- Strategic thinker with demonstrated success in planning and executing national campaigns, product launches, websites, and innovative sales support tools.
- Notable career combining exceptional creative talent with high-caliber team management skills.
- Solid background in healthcare, financial services, consumer products, business-to-
- Nationally recognized for creative excellence in in all media.

## *Daryle Rico*

0521 SW Taylor's Ferry Rd.  
Portland, OR 97219

t (503) 317.8491

e [darylerico@gmail.com](mailto:darylerico@gmail.com)

w [www.darylerico.com](http://www.darylerico.com)

## Professional Experience

**Daryle Rico Creative Services** Portland, OR 2009-Present

Freelance marketing consultant and creative problem-solver specializing in web development, social marketing and other web-based marketing solutions. Clients include local ad agencies, independent businesses and non-profit organizations.

**Director of Marketing, Earth Advantage** Portland, Oregon 2008-2009

Delivered marketing support and education and training programs to a national network of 400 builders, realtors and sponsors. Supervised all aspects of marketing, including branding, advertising, public relations, media planning, corporate communications and stakeholder relations.

### *Notable Achievements:*

- Slashed media costs and doubled valued-added by negotiating all advertising contracts. - Increased market share by introducing database marketing and audience segmentation to the Marketing department.
- Reduced costs for trade shows, home tours and other off-site marketing events by strengthening relationships with allied partners and media vendors.

**Director of Marketing, Fred Meyer Jewelers** Portland, OR -2006-2008

Responsible for the development and implementation of all marketing strategies to support retail operations in 410 stores. Spearheaded production of all marketing tactics while establishing a cohesive national brand image in all communications.

### *Notable Achievements:*

- Reduced production and distribution costs for direct mail by \$1-million in one year.
- Developed marketing plans that produced over \$430 million in sales.
- Reduced promotional costs for major in-store sales events by 50%.
- Supported the design and launch of two multi-million dollar e-commerce websites.

**Creative Director Bradshaw Advertising** Portland, OR 2001-2006

Comprehensive responsibility producing all creative deliverables. Experienced in advertising, brand development, corporate identity, Internet marketing, and managing creative resources. Improved financial performance of department by expanding scope of work for existing clients.

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### *Notable Achievements:*

- Spearheaded new business efforts that increased agency billings by \$600,000 in one year.
- Surpassed departmental profitability goals six consecutive years.
- Supervised selection & training of creative staff, managing 95% staff retention over six years.

### **Creative Director Goodwill Industries** Portland, OR 2000-2001

Conceived and supervised the production of all marketing communications to support 120 Goodwill chapters throughout North America. Re-focused corporate communications from a promotional platform to a brand platform with promotional support.

#### *Notable achievements:*

- Developed a national advertising franchise program that reduced production costs by 50%.
- Spearheaded creative efforts that produced the first \$1-million sales week in company history.
- Enhanced organization's creative reputation by earning numerous national awards for retail and mission-based advertising campaigns.

### **Creative Director Robley Marketing** Portland, OR 1992-2000

Responsible for the development and production of all creative deliverables. Provided creative leadership for six national accounts. Experienced in brand development, corporate identity, project management, budget management, radio and television production, and management of creative resources.

#### *Notable Achievements:*

- Tripled agency billings in three years by expanding agency's core competencies.
- Managed a staff of 13, maintaining 100% staff retention over four years.
- Directed new business efforts that secured three national accounts within a two-month period.

### **Marketing Expertise**

- Advertising
- Branding
- Budget Planning & Management
- Broadcast Supervision
- Copy Writing
- Corporate Communications
- Direct Mail
- Email Marketing
- Integrated Marketing/Advertising/  
Public Relations
- Media Planning & Placement
- Print Production
- Project Management
- Sales Promotion
- Search Engine Optimization
- Social Media
- Strategic Planning
- Trade Show & Event Planning
- Web Content & Development

### **Education**

Oregon State University, Corvallis, OR — Bachelor of Science - 1979