

DAVID TURNER

Relocating to Savannah, GA in the coming weeks · 937-271-8726

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Over fifteen (15) plus years of success building, leading, and managing marketing plans, products, and programs. Experienced in both business-to-business (B2B) and business-to-consumer (B2C). Problem solver, strategic and creative! Seeking to lead a marketing team.

EXPERIENCE

2000 – PRESENT

OWNER AND PHOTOGRAPHER, FLASH FACTOR PHOTOGRAPHY

Providing photography services for high school **senior portraits, family portraits, personal branding headshot services, and engagement and wedding photography services**. Lead the **management, branding, marketing and operations** of Flash Factor Photography.

- 2023 Published in Senior Year Magazine, Senior Muse Magazine, Monochrome Senior Magazine and Dance Szn Magazine
- February 2019, selected as a Top 200 Senior Photographer by Senior Year Magazine with a full-page senior image in their print magazine
- Work in-studio and on-location for senior portraits, family portraits, & headshots
- Work on-location for engagement and wedding event coverage
- Website Development for **www.FlashFactorPhotography.com** and Search Engine Optimization (SEO)
- Social Media Marketing on Facebook, Instagram, Pinterest, LinkedIn and Twitter
- Business-to-Business (B2B)
- Business-to-Consumer (B2C)

2020 – PRESENT

PHOTOGRAPHER, DIGITAL PIX COMPOSITES, LLC

Digital Pix Composites is one of the major players in the group composites industry for college and university Greek Life Sorority and Fraternity group composites. I have worked as a contractor for them providing professional headshot services. Responsible for:

- Communicating with clients
- Driving to the location and arriving an hour early for setup
- Setting up photography gear and networking computers so that once taking images of a person they can sit down at a computer and view their images and select the one image they prefer to be included in the group composite.
- My coverage area included:
 - All of Ohio
 - All of Kentucky
 - Sometime jobs in Indiana and West Virginia

2012 – 2015

DIRECTOR OF MARKETING, CENTURY FEDERAL CREDIT UNION (CFCU)

Developed, implemented, and managed an integrated marketing plan to meet objectives for the largest credit union in Northeast Ohio. CFCU has \$350 million in assets, 30,000 members, and seven branch locations. Clients included Cleveland Cavaliers, Cleveland Clinic, Federal Agencies, NASA, and Sherwin-Williams.

- Transformed and owned the CFCU Brand - **Brand management**
- **Business-to-business (B2B)** marketing to Select Employee Groups (SEGs)
- **Business-to-consumer (B2C)** marketing to employees of member SEGs
- Played a leading role in development of CFCU's new **customer relationship management (CRM) database**
- Oversaw all marketing, advertising, promotions, and public relations
 - Launched sixteen (16) promotions in 2014, most in single year history
 - Implemented new products/services including a **Credit Alerting Program that led to \$2.7M in recaptured loans for auto, credit card, and mortgage loans**
 - Integrated all CFCU marketing channels (in-branch and out-of-branch)
 - Created on-going public relations, press releases, newspaper/radio advertising to create brand awareness
- Led and directed others/counseled/coached/mentored
- Performed research/analysis on members/competitors to keep pulse on market conditions & developed strategies
- Built **Member Affinity Program** and **Member Loyalty Program**
- Launched first ever **Client Survey Marketing** - utilized email and Survey Monkey
- Developed, launched, and managed products (Product Marketing)
 - **myChoice Rewards VISA credit card**
 - **Eagle Mobility – CFCU's Mobile Banking Application (Phone and Tablet)**
 - Created 98-page **Product/Services Manual** to educate front line sales team
- Developed and managed CFCU's **Content Marketing and Digital Marketing** in-branch and out-of-branch including:
 - Wrote content/web copy for CFCU website www.CenFedCU.org
 - Wrote content/web copy for CFCU Employee Intranet website
 - Created and managed banner advertising on website, Intranet, and member banking portal
 - Created and managed ATM Marketing messaging and branding
 - Wrote content and created advertising for "Insight" Quarterly Newsletter
 - Created and managed member statement marketing on-statement and inserts
 - Managed targeted Branch digital TV messaging for seven (7) branch locations based on each branches demographic and marketing targets
 - Wrote copy and managed Email Marketing
 - Wrote copy and managed monthly in-branch marketing posters/flyers/POS
 - Wrote and managed New Member On-boarding Marketing Campaigns
- Created, launched, and managed **social media plan** (Facebook, LinkedIn, Twitter, and YouTube)

2015

DIRECTOR OF MARKETING AND SALES, CREDIT UNION SPECIALISTS, LLC

Led new start up company's **marketing, communications, and business development** activities. This included **integrated marketing and communications strategy design and implementation, website, brand management**, and marketing/sales support for a startup consulting company that works with credit unions to help them be more successful.

Company had funding issues and folded after only a couple of months.

- **Business-to-business (B2B) marketing**
- **Marketing strategy** design and implementation
- **Brand strategy** design and implementation

2011 – 2012

DATA ANALYST, LEXIS-NEXIS/REED ELSEVIER

LexisNexis is the provider of legal, government, business high-tech information sources.

- Performed data analysis from Sales Tools, Data, Performance and Administration utilized **Oracle Siebel CRM (TotalSource – TS)**, Microsoft Excel, and Internet research to verify and validate data from many back-office feeds

2007 – 2009

DIRECTOR OF BUSINESS DEVELOPMENT, KZF DESIGN, LLC

KZF Design is a full-service architecture, engineering, and design firm to companies across the United States. Performed marketing/sales activities for Workplace/Cultural Design Studios.

- **Brand management**
- **Website content management** for Workplace Design Studio (www.KZF.com)
- Implemented **ACT! Software CRM** into Workplace Design and Cultural Design Studio's
- Team **Co-chair for corporate wide Salesforce CRM software implementation**
- Managed KZF Design's internal yearly Fine Arts Fund Campaign to largest single year contributions ever

2000 – 2007

DIRECTOR OF MARKETING AND SALES, BUSINESSPLANS, INC.

I was hired to build and grow a national service for third party administrative (TPA) services for pre-tax benefits, and employee communications. Built a marketing department from scratch and grew company into a million-dollar organization. Business-to-business (B2B) marketing/sales to companies and insurance brokers. Business-to-consumer (B2C) sales in enrolling employees of clients. Search engine optimization (SEO). **National Sales growth**. Created, developed, and executed annual marketing plans. **Debit card administration**.

- Oversaw all marketing, advertising, promotions, and public relations
- **Created, launched, and managed two national brands**: myCafeteriaPlan and myBenefitStatements
- **CRM Development** with Goldmine and Act! Software with customized tabs for tracking/automation
- **Insurance marketing** to insurance agents/brokers (**B2B**), companies (**B2B**), and consumers (**B2C**)

- **Event Management:** Tradeshows and seminars
- Led BusinessPlans into the Internet age to grow the company on a national level –
Internet Marketing:
 - **Website Development** – researched and purchased domain names, created content, and performed and managed search engine optimization (SEO) including natural/organic and pay-per-click (PPC) on four websites including: BusinessPlansInc.com, myCafeteriaPlan.com, myThirdPartyAdministrator.com, and myBenefitStatements.com
- **Increased total sales by 9,900%**
- **Increased client base by 7,400%** (Grew client base geographically - one to 42 states)
- **Increased client participation levels 10%-50%**
- **Decreased client attrition levels by 25%**

EDUCATION

BACHELOR OF SCIENCE, BUSINESS, WRIGHT STATE UNIVERSITY

Double major in marketing and management information systems (MIS)