

# PAUL M. SAGE

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## MARKETING AND COMMUNICATIONS LEADER

Extensive experience in corporations, agencies, consultancies, and not-for-profit organizations. Presents marketing objectives, plans, and results to leadership. Manages digital media buys, defines strategy, creates content and copy, produces video and audio. Oversees website design and optimization, email marketing, sponsorships, direct mail, trade shows and events, and sales materials.

## SKILLS

- Branding Strategy and Tactics: Brand definitions, creative briefs, brand guidelines
- Brand and Campaign Communications Measurement: Google analytics, social media metrics
- Project Management: Focus on critical paths, delegation of tasks, ongoing communication and tracking
- Digital Marketing: paid search, display, social media, and video
- Writing and Content Management: Web, email campaigns, blogs, articles, ad copy, presentations, news releases
- Marketing Research: qualitative interviews and interpretation, online surveys, insights development
- Applications: Microsoft Office, Constant Contact, Joomla, WordPress, Adobe InDesign
- Vendor selection, direction, evaluation, and cost reduction
- Employee coaching, training, mentoring, and teaching
- See paulsagemarketing.com for work samples and marketing blog

## EXPERIENCE

### **Hot Springs Village Property Owners' Association — Hot Springs Village, AR      October 2019 – September 2022** **Marketing Manager**

- Managed communications to acquire, retain, and cultivate members. Delivered effective marketing agency direction, advertising to prospective residents, and ongoing communications to 20,000 members.
- Launched new website and multimedia ad campaign that quadrupled YOY prospect traffic.
- Managed brand communications that played a key role in increasing new-home builds by 42% YOY (2020-2021).
- Marketed Golf Stay & Play Packages to achieve a 23% revenue increase to \$961,000 on a \$30,000 budget in 2022.
- Managed marketing agency selection and annual contract renewal with no cost increase from 2020 to 2022.
- Shifted media strategy from print to digital to optimize efficiency of reach and return on marketing investment.
- Grew Facebook audience 80% in 31 months by creating daily social media content to promote fun activities.
- Increased readership of weekly Village Digest e-newsletter 22% in 12 months by improving content.
- Wrote and published annual *Advocate* magazine for 20,000 Hot Springs Village members.
- Sold sponsorships and advertising in *Advocate* magazine and Hot Springs Village map.
- Produced quarterly meetings to introduce new residents to Hot Springs Village amenities and services.
- Served as voice talent for radio spots, corporate phone system, and Facebook livestreams.
- Produced emergency communications during severe weather; served as spokesperson for media interviews.

### **Conway Regional Health System — Conway, AR      April 2019 – August 2019** **Interim Director of Marketing**

- Assumed leadership of newly created marketing team. Defined and recruited for three new specialist positions.
- Managed advertising, social media, events, sponsorships, printed collateral and branded items for all hospitals, clinics, and service lines under two brands (Conway and Dardanelle).
- Voiced primary care clinic radio spots, shot video and photography for events and social media.
- Researched and recommended patient stories for social media.

### **Media Management (MMi) — Chesterfield, MO      April 2015 – July 2018** **Account Director**

- Managed quarterly media buy audit delivery for eight major advertisers, with a total budget of over \$2 billion in TV, cable, radio, print, digital display, social and paid search.
- Increased assigned accounts' total revenue by 43% in two years to \$2.1 million.
- Retained and expanded key accounts, including AT&T, General Motors, Papa John's Pizza, and Captain D's.
- Educated clients on media trends and best practices through training sessions and company blog articles.

**Acxiom Corporation — Little Rock, AR** **December 2011 – October 2012**  
**Account Executive and Brand Content Manager**

- Developed and conducted training on Acxiom household-level data to AT&T AdWorks operations and sales teams.
- Wrote and edited thought-leadership copy for brochures, executive presentations, and press releases.

**ABC Financial — Sherwood, AR (Software for fitness club management)** **December 2009 – September 2010**  
**Marketing Director**

- Led brand definition, wrote creative brief, and completed advertising agency selection in first 45 days.
- Delivered marketing communications plan, logo, brand identity standards, advertising campaign, corporate website, sales collateral, and location branding in first six months.
- Directed agency and suppliers in media planning, search engine optimization (SEO), publicity, photography, branded merchandise, and trade shows.

**Sage Advice, LLC — Little Rock, AR** **June 2009 – Present**  
**Independent Marketing Communications Writer, Researcher and Project Manager**

- Write and edit copy for websites, news releases, proposals, advertising, corporate publications, and social media.
- Managed rapid rebranding of Trane Arkansas to Harrison Energy Partners as interim marketing director.
- Conducted and transcribed focus interviews. Developed key insights.
- Led brand definition for nTelos Wireless; consulted nTelos's ad agency on subsequent campaign development.
- Interviewed experts and wrote a story for statewide industry association magazine, published October 2018.
- Consulted major retailer on marketing agency optimization and consolidation.
- Conducted and published survey on young-adult video consumption habits.

**PART-TIME WORK EXPERIENCE**

**Huntington Learning Centers — Little Rock, AR** **February 2019 – March 2020**  
**ACT Tutor**

- Helped high school students improve their test-taking skills for the English and Reading sections of the ACT.

**Mondelez International – Little Rock, AR** **October 2018 – March 2019**  
**Weekend Merchandiser**

- Managed supply and display of Nabisco products in high-volume Walmart stores and Kroger supermarkets.
- Interacted with store associates, managers, and customers to maximize product variety, availability and visibility.

**University of Phoenix — Little Rock, AR** **October 2014 – May 2015**  
**Instructor, Marketing 421**

- Taught basic marketing course three times. Lectured, facilitated classroom, graded written assignments.

**The Container Store — Little Rock, AR** **April 2014 – January 2017**  
**Weekend Sales Associate**

- Solved customer problems by offering customized solutions utilizing The Container Store's merchandise.
- Twice recognized for outstanding sales performance.
- Rapidly processed customized orders of elfa® storage and organization systems.
- Performed in-store announcements, stocked shelves, and provided outstanding customer service.

**EDUCATION and TRAINING**

**Southern Methodist University, Cox School of Business — Dallas, TX**  
**Master of Business Administration (MBA), editor of class yearbook**  
Coursework included Marketing, Accounting, Finance, Economics, Statistics, Tax Law, Communication, and Management of the Total Enterprise

**Louisiana State University — Baton Rouge, LA**  
**Bachelor of Arts, concentration in English/Creative Writing**

**University of Phoenix Faculty Certification** — Completed training and taught a full course under supervision  
**Manager Tools®** — Completed Effective Manager and Effective Communicator Conferences