

FERRIS D. KAPLAN, M.A.

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◆ Marketing / Business Development / Strategic Planning ◆

Consumer/Packaged Goods • Retail • Nonprofit • For-Profit

Built first marketing department for the American Red Cross
Built first marketing department for The Humane Society of the U.S.
SVP of Strategic Planning for the American Advertising Federation
Key player at the Walt Disney Company in developing home entertainment business plan
Marketing & Sponsorship Director for one of the nation's largest shopping malls
Owner of Best Of You Resumes, LLC
Specialist & Trainer at Apple

Accomplished business leader with 30 years successfully building market awareness and increasing profitability. Expertise in forging strategic alliances and generating new opportunities. Record of effectively controlling multi-million-dollar budgets. Helped companies thrive during economic downturns, through entrepreneurial leadership.

COMPETENCIES

- New Business Development
- Brand Management
- Social Media
- Customer Service
- Product/Service Marketing
- Media Relations
- P&L/Budget Accountability
- Project Management

Strengths: Strategic • Focused • Deliberative • Activator • Achiever

PROFESSIONAL EXPERIENCE

Apple, Inc., Tysons Corner, VA/King Street, Charleston, SC
The coolest and most valuable company in the world

September 2012-September 2015

Specialist—Retail Stores

Enriched people's lives with Apple's awesome products and services. Recommended complete solutions to fulfill the needs and dreams of customers and thrill them by creatively finding ways to exceed their expectations.

- Consistently one of the top salespeople, having sold \$1.15 million in 2013; and store-leading performance ratings in 2014 & 2015. Identified business leads; and provided personalized shopping adventures.
- Translated "techno-speak" to engage customers of all proficiency levels. Conducted product-use workshops for kids and adults; trained new employees; and mentored the smartest, most amazing team.

The Taubman Company, Fair Oaks Mall, Fairfax, VA

October 2000 – June 2011

Luxury retail developer, managing one of the Top 40 shopping centers in the U.S.

Marketing & Sponsorship Director

Planned and executed strategies that drove sales and increased ROI in super-regional shopping center of 1.6 million sf. with 5 department stores and 190 specialty stores & restaurants. Oversaw advertising, media relations, promotions, customer service, and website. Managed staff of 16; sold sponsorships, conducted 20+ events a year; held P&L accountability for multi-million-dollar budget; media spokesman for DC market.

Fair Oaks' sales were in top 2% of all U.S. malls. Achieved highest revenue in the center's history.

- Created revenue-generating events that helped attract and accommodate 13 million annual visitors. Several events with more than 10,000 attendees, including the largest independent college fair on the east coast.
- Exceeded sponsorship goals 7 of 8 years. Increased local sales 100% over 4 years, and nurtured partnerships with *Pepsi*, *Cox*, *Ticketmaster*, and *American Express*. Personally, sold 55 sponsorships.
- Launched promotional website, growing registrations 245% in its third year; updated site content with weekly sales information for more than 97,000 subscribers.
- Increased gift card sales 157% over 3 years through innovative promotions and incentive programs.
- Led mall to become #1 in holiday photo sales out of 380 malls nationwide.

American Advertising Federation, Washington, DC

September 1998 – September 1999

Trade association of the nation's largest advertisers, ad agencies, and media companies

Group Senior Vice President, Strategic Planning

Built infrastructure to deliver services to 50,000 members, including *General Motors* and *Procter & Gamble*. Directed headquarters and field staff of 36, including 4 SVPs. COO-type position that reported to President/CEO.

- Assessed association and created reorganization plan that increased efficiency, production, and morale.
- Managed servicing of 207 chapters of advertising professionals, 248 colleges, and 115 member companies.

American Red Cross, National Headquarters, Washington, DC

June 1995 – January 1998

Nation's largest humanitarian organization

Director, Business Development & Marketing

Built division of 10 for strategically planning \$94-million products and services business. Developed new retail products, and managed national fundraising program that generated \$300,000.

- Partnered with The Humane Society of U.S. to co-create book, "*Pet First Aid*," which sold 250,000 copies through *Amazon.com* and 1,600 Red Cross chapters and became primer for training courses. Negotiated with *Johnson & Johnson* for producing co-branded pet first aid kits nationwide.
- Initiated negotiations and closed deal with *Kinko's* for national account, saving \$400,000 annually.

The Humane Society of the United States (HSUS), Washington, DC

October 1992 – June 1995

Nation's largest animal protection organization

Marketing Director

Hired and relocated across the country to generate revenue by creating first marketing department.

- Negotiated 24 licensing and royalty agreements for nationally-distributed merchandise and catalog that generated \$400,00 after 2 years, and \$500,000 after 3 years.

ACI (Pearson Television), Los Angeles, CA

October 1991 – September 1992

Largest supplier of television movies in the world

Vice President of Marketing

Programmed movies into packages for sales to syndication and ancillary markets.

- Managed agency for creating sales materials for 8 producers that supplied 20% of all networks' TV movies.

The Walt Disney Company, Burbank, CA

August 1988 – August 1991

World's largest supplier of home videos

Director of Sales Administration

Restructured operations to support explosive growth. Directed 19 staff to process sales by 35 salespeople.

- Recruited and trained new staff, increasing headcount 375% to support \$600,000 in sales.
- Key player on team that designed business plan, resulting in \$350-million-dollar growth over 3 years.

TEACHING EXPERIENCE

Adjunct Professor of Marketing

Won *Distinguished Adjunct Faculty Teaching Award*, School of Business, College of Charleston, 2022

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| • College of Charleston | 2014 – 2022 | • American University | 2013 |
| • George Mason University | 2008 – 2013 | • Northern Virginia Community College | 2005 – 2012 |

EDUCATION

University of Southern California (USC), Annenberg School of Communications, Los Angeles, CA

Master of Arts, Broadcasting/Communications

Bachelor of Arts, Journalism