

Dannet Botkin

Marketing Leader & Entrepreneur

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A top-performing marketing and operations executive with over 25 years of experience, with a track record of national and international success through creative marketing program development and increased operations efficiency. Strong expertise in building and reorganizing marketing departments and leveraging technology, relationship-building, and strategic planning to ignite revenue growth.

Areas of Expertise

- Marketing & Branding
- International Leadership & Development
- Strategic Planning
- Trade Show & Event Management
- Merchandising
- Production, Distribution & Logistics
- Retail Math & Procurement
- Operations Planning
- Maximizing Revenue
- Relationship Building
- Business Development
- Operational Structuring
- Department Management
- Non-Profit Fundraising

Education & Affiliations

- Bachelor of Science from University of North Texas
- 2016 Entrepreneur of the Year Winner, HSV Area Chamber of Commerce
- Past Village Loan Closet Board Director
- Village Employee Benefit Fund Board Member
- Past Progressive Connections Board President

Professional Experience

Designs Group Consulting LLC – President & Owner

2015-Present

DesignsGroupConsulting.com

Social Media Management, Website Design, Public Relations, Retargeting, Copy Writing, Magazine Design & Production, Graphic Design, Media Procurement

Hot Springs Village POA, Hot Springs Village, AR 2011-2015 Marketing Director & Operations Project Manager

Launched Marketing Department for the community, managed all communications, public relations and department staff members. Developed new strategies to improve brand integrity, implemented internal and external marketing, developed material for various campaigns, incorporated social media, and managed leads. Introduced the POA to multi-market trade shows that increased visitor volume. Prepared presentations for the board of directors and oversaw cross-functional department collaboration as well as various IT improvement projects.

- Expanded the media procurement budget by \$150,000 through strategic negotiations and partnerships.
- Launched new materials that increased prospects for the community by 150% and created a customer relationship management database.
- Reduced overhead by over 15% by developing an online presence through new websites, social media and other forms of digital marketing, and by digitizing various operational procedures and systems.
- Created a public relations division within the Marketing Department that successfully garnered national attention on television and in major print mediums at no cost. The community was subsequently awarded Top 5 Retirement Locations on CBS News.
- Researched, successfully proposed, and launched a new IT system for the community that streamlined operations and reduced overhead by 40% within 3 years and increased revenue by at least 30% when activated.
- Restructured Permitting & Inspections Department, developing and launching an online store that reduced overhead by 15%.
- Developed, launched, and managed a visitor center for the community, providing a key point of interception for guests and prospects.
- Programmed, created and launched the Ouachita Sports Trail, (within two months the online golf booking system paid for itself and is running at a profit generating extra revenue for the community).
- Improved resident quality of life and increased real estate sales by planning and launching a triathlon, Zombie Run, Motorcycle & Scooter Show, and British Car Show along with other events. Implemented clubs and activities for residents such as the Rod & Gun Club and Basecamp (an adventure sports group).
- Voted Best POA Employee for 2014.

WellCare Headquarters, Tampa, FL, 2010-2011

Marketing Program Development Specialist

Assisted with department development, planning and tracking, lead management, advertising creation and trafficking, media negotiations and budgeting, procurement, reporting, and assistance in communications and public relations.

- Generated material for direct mail campaigns, print ads, brochures, flyers, personalized sales team tools, program presentations, digital marketing efforts, and promotional items.
- Increased sales by launching a web-based marketing portal that increased material access for the sales team and by creating an event point-of-sale store.

Capricious LLC, (DBA Giulio), Westwood, NJ & Barcelona, Spain, 2007-2011

Executive Director & Giulio Barcelona USA CEO

Launched and directed the U.S. Division of a Spanish company managing all initial staffing, operational procedure creation, ongoing operations, marketing, branding, strategic planning and business plan writing, as well as public relations, media buying, accounting, and communications. Assisted the parent company on-location in Barcelona to streamline operations and increase product development and design, as well as worldwide marketing and public relations. Oversaw all planning, logistics, and operations for international marketing events.

- Generated over \$500,00 in sales within 1 year of launching the U.S. division.
- Revitalized an established brand for the U.S. and Asian markets, thus expanding product sales on an international scale.

Milltex Group, Inc., New York, NY, 2001-2007

Director of Marketing & Operations

Directed showroom and sales staff, corporate communications, public relations, event planning and execution, international procurement and inventory management, media buying and advertising, and accounting and budgeting while implementing strategic initiatives and presentations. Managed international trade shows and coordinated import/export logistics.

- Increased sales by \$1.5M in 1 year and by 15-20% each year thereafter by streamlining company operations, upgrading IT systems and software, and implementing creative and effective marketing initiatives.
- Produced \$3.0M in extra revenue for the company via Victoria's Secret (VS) by selling and managing private label production between three countries for three years, as the only person in VS's history allowed to run production as an outside vendor.
- Increased profits by controlling distribution, reducing inventory, and overseeing the full procurement and assortment of products.

Thomson-Leeds Company Inc., New York, NY, 1998-2001

Advertising Account Executive

Managed custom point of purchase display creation accounts from sales to design, creative, production and distribution for prestigious companies, such as Nintendo, Hunter Douglas, Warner Brothers, Coca Cola and more.

- Increased sales by 25% for Hunter Douglas through window advertising and point-of-purchase displays over the course of 6 projects.
- Increased Thomson-Leeds' revenue by 10% after developing a business plan and launching a new promotional product division with an online store.

Gruppo Intermoda, New York, NY, 1996-1998, Director of Sales & Marketing

Neiman Marcus Headquarters, Dallas, TX, 1993-1995, Assistant Buyer & Office Manager

Additional Coursework

Project Management • Motivation • Team Building • Diversity • Human Resources • Presentations • Negotiation

Technical Skills

MS Office Suite • Adobe Suite • WordPress • ACT • Quickbooks • Visio • Microsoft Project • ProofHQ • ProSight • Sugar CRM
• Company Statistics Software • Inventory Management & Purchasing Software • PURLs • EDI • Cision • Northstar
Technologies • AdWords • AdRoll • PRWeb • GS1 UPC Coding • Total E Integrated • Sendible • Facebook Advertising • Web
Design • LinkedIn Advertising • Twitter Advertising • Instagram Advertising