

Blake Park

Marketing innovation catalyst

1 Polk Street, #1608, San Francisco, CA 94102
 206.720.1891
 blake@nimblestrategies.com
 @blakepark



**Marketing
acumen**



**Digital
acuity**



**Globally
attuned**

INNOVATION

Developed Wunderman thought leadership on social media and mobile marketing adopted by Microsoft and other global clients.

Crafted vision for Walmart to integrate traditional, e-commerce and mobile shopping.



CROSS-CHANNEL MARKETING



Oversaw creation and optimization of more than 40 Microsoft campaigns and programs, consistently raising response rates and lowering customer acquisition costs.

Consolidated global media buying at Getty Images to gain 15% in efficiency improvements while speeding campaign time to market.

Directed AT&T's first customer lifecycle program for text messaging, generating \$4 million of incremental revenue in six months.



BRANDING

Formulated initial all-up positioning for Microsoft's disparate cloud computing offerings.

Developed messaging frameworks for numerous Microsoft products, including Lync.

Oversaw formation of AT&T's text messaging positioning strategy.

Forged co-branding framework for PopCap Games after purchase by EA.



EXPERIENCE

Company and agency marketing experience includes:

<u>Industry</u>	<u>B2B</u>	<u>Consumer</u>
Technology	✓	✓
Wireless telecom		✓
Retail and e-commerce	✓	✓
Videogaming		✓
Hotel and travel		✓
Healthcare	✓	✓

NEW BUSINESS



Developed strategy for new business pitches to Microsoft (HQ and regions, such as Mexico and China), Sony, eBay, Samsung, T-Mobile and others.

Wrote start-up business plans that secured \$34 million in VC funding.

MBA from University of Southern California
 Undergraduate degree from Yale

Blake Park—strategic digital marketing innovator

Entrepreneurial and forward-thinking marketing executive adept at using applied empathy and ambidextrous thinking to build brands and generate tangible business results on a global scale.

Marketing acumen. Successful in agency and company environments, with more than 15 years of experience crafting and implementing brand positioning, plus integrated multi-channel marketing, for companies ranging from startups to companies like Microsoft, AT&T Wireless and T-Mobile.

Digital acuity. Extensive track record as a pioneer in digital marketing, including launching multi-country e-commerce sites in 1998, ad banners with in-unit product searches in 1999, text messaging promotions in 2004, mobile apps in 2008, and social-media-driven banners in 2010.

Globally attuned, having developed websites and campaigns for multiple markets around the globe, as well as forging client relationships to land new business in markets such as Mexico, China and Spain.

Collaborative leadership. Built, coached and retained high-performance teams of up to 30. History of initiating cross-functional collaboration and winning over clients. Strong presentation skills.

Experience

SapientNitro, San Francisco, CA 2012-2013
San Francisco Strategy Practice Lead, Director of Brand Strategy and Analytics

Developed strategy to reposition Intel Education's brand and overhaul its website; initiated future-vision strategy for Intel's shopping experience. Formulated content strategy framework for Target. Forged an omni-channel maturity index and diagnostic tools, and used them to assess more than 60 U.S. and Canadian retailers. Headed strategy for the successful Sony consumer electronics pitch.

Getty Images, Seattle, WA 2012
Vice President of Online Marketing

Led team of 17 dispersed across three countries to improve collaboration, cutting campaign development time by a third and \$1.2 million in agency fees. Improved average campaign response rates by 15% by revising how print, online and social media advertising campaigns were developed. Consolidated global media buying to gain efficiencies. Directed expansion of a seven-country affiliate marketing program, which boosted revenue by 4%. Forged new positioning strategies for two key subsidiaries, increasing year-over-year revenue by 30%.

Nimble Strategies LLC, Seattle, WA, and San Francisco, CA 2011
Freelance Consultant

Crafted digital marketing and brand strategies for retail, hotel, gaming and software clients. Projects included forging the strategy for a video articulating Walmart's "future vision" of omni-channel commerce. Formulated co-branding framework for PopCap Games after purchase by EA.

Wunderman / Young & Rubicam Brands, Seattle, WA 2006-2011
Vice President, Director, Group Director and Global Director of Strategy

Oversaw global strategy for the Microsoft account. Recruited and coached Seattle planning team of 10 strategists who consistently ranked as top performers in evaluations by clients and agency colleagues.

Forged more than 40 customer acquisition and retention marketing campaigns and programs for Microsoft's consumer and commercial businesses, with focus on integrating digital marketing vehicles—social media, mobile, websites, search engine optimization, banner ads using contextual and behavioral targeting—to

improve ROI. Directed Wunderman's collaboration with Microsoft's advertising and media agencies of record.

Crafted messaging frameworks for several Microsoft products, and formulated initial "all-up" positioning for Microsoft's disparate cloud computing offerings. Developed Wunderman thought leadership on social media and mobile marketing adopted by Microsoft and other global clients.

Developed and pitched new business strategies that won additional Microsoft business in the U.S., Mexico, Russia and China. Led strategy for the successful T-Mobile pitch.

AT&T Wireless / Cingular, Redmond, WA
Senior Marketing Consultant

2003-2006

Spearheaded launch of data-driven customer lifecycle management program to cross-sell, up-sell and retain customers, generating more than \$4 million in incremental revenue in six months. Overhauled retail sales support communication program. Crafted marketing programs for mobile games that increased sales by 120%.

Nimble Strategies, Seattle, WA
President

2000-2003

Founded strategic marketing consulting firm that conducted competitive and marketplace analyses and developed integrated marketing campaigns for technology, telecom, travel, healthcare and food companies.

Imandi.com, Redmond, WA
Vice President of Marketing

1999-2000

Launched and directed all marketing activities, including building marketing department from self to 30-plus staff and hiring Crispin Porter + Bogusky for \$14-million advertising campaign (television, radio, print, online) that increased traffic exponentially and received critical acclaim.

Getty Images, Seattle, WA

1997-1999

Director of E-Commerce and Director of Interactive Marketing and Sales

Led user interface and backend overhaul of website that increased online sales by 300% (from 19 to 30% of total company revenues). Created paid search strategy that reduced customer acquisition costs by 20%. Initiated global websites for Germany, France and UK. Directed new branding identity for merged company.

Early career experience

- *Web Marketing Manager*, Sierra Entertainment (now Activision)
- *Founder of USC Business Magazine and Senior Director of Marketing*, Marshall School at USC
- *MBA Intern*, The Walt Disney Company
- *Research Associate and Account Executive*, Porter Novelli
- *Research Associate*, The Partridge Group

Education

Marshall School of Business, University of Southern California
MBA. Double concentration in entrepreneurship and marketing.

Los Angeles, CA

Yale University

New Haven, CT

BA. Designed interdisciplinary major studying leadership in social organizations.