

Philip K. James

4207 Leonard Place Des Moines, Iowa, 50310 . phil.james@gmail.com . 515.988.6189

MARKETING MANAGER

Brand Management / Market Research / Strategic Positioning

Talented, results-producing marketing professional with a proven record of accomplishment in planning and leading comprehensive marketing strategies in support of business goals and objectives. Eager to use expertise to create marketing tools and steer the execution of marketing programs. Will achieve success driving growth in targeted markets through implementation of key projects. Possess solid leadership skills; able to build and guide marketing teams. Adept at communicating with management, vendors, and internal departments to coordinate overall marketing efforts.

- Strategic Market Planning
- Marketing Collateral Development
- Web Development & Management
- Direct Marketing & Social Networking
- Graphic Design
- Market Research & Analysis
- Team Building & Management
- Budget Preparation/Administration

PROFESSIONAL EXPERIENCE

MARKETING MANAGER

February 2007 – Present

U.S. Roasterie – Des Moines, Iowa

Defined strategy for and developed, executed, and managed comprehensive marketing plan encompassing integrated marketing initiatives designed to penetrate and grow targeted markets in the specialty coffee industry. Communicated with customers, management, internal departments, and vendors to coordinate overall marketing effort in accordance with company goals. Planned and carried out regional market research and analyses. Play integral role in coffee product development activities and graphic design. Prepared and managed marketing budget.

Selected Contributions:

- **Strategy:** Formulated, implemented, and managed the marketing strategy for the specialty coffee, office coffee, vending coffee and convenience store coffee channels.
- **Product Private Label Graphic Design:** Drove up target-market product sales through designing and launching private label products for office coffee vendors.
- **Product Re-Branding:** Organized the re-branding of Maestro Coffee Roasters. Created two websites and completed marketing program.
- **Pricing:** Developed the pricing strategy and analysis for the Specialty Coffee channel.
- **Promotion:** Coordinate the development, production and implementation of promotion materials.

OWNER, MANAGER AND MARKETING DIRECTOR

November 2005 – February 2007

Mars Café, Des Moines, Iowa

Developed a business and marketing plan. Utilized a wide range of marketing tools, including promotional materials, direct-mail pieces, and Web site content. Managed and trained a team of 14 employees. Raised capital, directed finances and budget. Defined and evaluated product marketing collateral, programs, and analyses. Tracked, projected, and reported both advertising and circulation-based marketing programs intended to increase retail sales.

Selected Contributions:

- **Entrepreneur:** Took the initiative to start a small business from scratch; turned it in to a profitable retail coffee establishment
- **Marketing Manager:** By combining an aggressive guerilla and traditional marketing plan, earned a loyal following of 200+ customers per day and exceeded sales projections by \$5,000 per month
- **Manager:** Managed day to day operations of retail coffee business including inventory, bookkeeping, employee communication, training and quality control
- **Promotion:** Guided a team which designed, produced and implemented marketing materials
- **Public Relations:** Wrote and sent over 50 press releases resulting in 63 press mentions or stories concerning a retail coffee business

TECHNICAL WRITER

February – August 2005

Wells Fargo Consumer Credit Group, West Des Moines, Iowa

CAMPAIGN MANAGER

March 2004 – May 2004 and August 2005 – November 2005

Michael Kiernan for City Council, Des Moines, Iowa

POLITICAL PROFESSIONAL, 1999-2005

Thirteen bi-partisan campaigns and organizations in five states

EDUCATION

Bachelor of Science Degrees, History and French, 2000

University of Northern Iowa – Cedar Falls, Iowa

COMMUNITY INVOLVEMENT

Des Moines City Parks and Recreation Board
Board of Directors – Thresholds Art Festival
Drake Area Business Association

Polk County, Iowa Soil and Water Commissioner
2006 Dogtown Music Festival co-Director
Drake and Sherman Hill Neighborhood Associations