

FAMOUS ALICE



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R E S U M E

Professional Summary:

Hands-on Creative Marketing Director with over two decades of experience in advertising and marketing for a wide variety of industries. Strong emphasis on cost-conscious creative marketing, brand building and site/staff evaluation. An expert in composing professional marketing materials in-house and speeding projects to fruition.

- Marketing Planning
- Media Planning
- Public Speaking
- Print Production
- Media Placement
- Sales
- Graphic Design
- Web Design
- Social Media

Experience:

2009-2010

Marketing Director, A-American Self Storage, Los Angeles, California

Aggressively conceived, executed and launched numerous targeted marketing campaigns resulting in increased sales, boosted manager confidence, and an updated company brand

- Broke company records, in June of 2009, by renting over 5,000 storage units in one month as the result of the Movn' & Groovn' college promotion
- Maintained new rental volume despite economic circumstances causing increased vacancy rates
- Slashed production and turnaround time on projects by 50% by composing copy and artwork in-house
- Created a web-based catalog of marketing pieces enabling staff to view on demand in any location
- Established an ordering protocol which streamlined the process and controlled costs
- Strategically redistributed limited resources to create greater impact using guerilla techniques
- Reduced printing and signage costs by 30% to 50% by developing key vendor knowledge and relationships
- Spearheaded the eWaste Recycling program which increased our good will and visibility in local communities
- Coached Managers on-site to raise their sales and marketing abilities and self-confidence
- Rolled out marketing initiatives at regular regional management meetings
- Maintained Created marketing strategies and oversaw individual budgets for 109 properties
- Worked closely with Sr. VP of Operations on overall financial plan

2006-2008

Owner / Senior Sales & Marketing Consultant, PR Store, Pasadena, California

Responsible for all aspects of the business including sales and marketing for this street front marketing store

- Clients included a variety of Real Estate industry professionals including investors, apartment owners, apartment managers, mortgage brokers and agents
- Produced an advertising blitz for Jason Chung, the developer of the Third Street Promenade, in just ten days; included a new identity, website, ads, and PR release
- Dramatically increased revenues during the first year resulting in improved cash flow
- Evaluated the needs of clients to determine appropriate marketing plan and/or projects
- Spoke and presented to various groups to foster business connections and recognition
- Managed the processing of between 20-50 projects at any given time
- “Famous Alice” achieved recognition twice by the marketing guru Dan Kennedy in his “No BS” newsletter
- Planned and coordinated all aspects of marketing events to ensure stress-free execution

2003-2006

Sales Professional/Creative Designer, Ad Café Design, Pasadena, California

Boutique design company serving clients demanding personal attention and superior service

- Created presentation for the Tony Hawk brand resulting in a multi-million dollar licensing deal with Kohl’s of California for Stephen Ascher, founder of Sideout
- Designed and supervised production of elaborate “Mastery Program” package for the financial management company AssetMark; met seemingly impossible deadline by delivering final pieces in just 12 days
- Developed branding of emerging fine artists to expand sales of reproducible items

1990-2003

Senior Art Director, Dondero & Leonard Advertising, Sacramento, California

Directed creative design development for this niche agency focused on the marketing of new housing communities.

- Awarded coveted MAME “Community of the Year” award for “The Ranch”
- Participated in opening more than 175 residential developments
- Designed identity, signage, brochures, site maps, ads for new home communities unifying brand continuity
- Created sales office displays, floorplan and site plan artwork under tight deadlines
- Directly impacted profitability of agency year after year; increases of up to 20% per annum

Technical Skills:

Fluent in Adobe design programs including PhotoShop, Illustrator, InDesign, Dreamweaver
Proficient in standard business programs including Word, Excel, PowerPoint

Education:

Art Center College of Design, Pasadena, Advertising Design
San Diego City College, San Diego, AA Degree, Commercial Art