



ABOUT ME TEDRCOTE

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I'm a forward thinking marketing executive with proven ability to develop and execute strategic marketing plans, effectively shape markets through innovative initiatives, and deliver top and bottom line results. I demonstrate a unique blend of interpersonal, communication and analytical skills resulting in effective leadership of people and cross-functional teams. I love creating.

I'm a confident decision-maker who utilizes both quantitative and qualitative analyses to fully assess competitive market factors and develop plans to position products effectively. My strong business and financial background complement marketing experience to identify business development opportunities, achieve results, and manage profitability. I have over 15 years of leadership experience building brands, and informing the marketing and communications strategies for a broad range of products and services for companies large and small. I possess a rare blend of creative, operational, and strategic strengths, expertise in all aspects of marketing and communications, with special emphasis on strategic planning, new-age social technologies/Web 2.0, new product introduction, customer service and retention, graphic design and identity management, inbound marketing, advertising, sales promotion, media and public relations, and recently personal branding.

I build close relationships with employers and clients by listening and clearly understanding their challenges, their product or service and the target market. This approach creates mutual respect and trust, leading to strong and long lasting business relationships. I lecture and write articles on strategic marketing and serve on the Board of several companies and organizations. I enjoy traveling, writing, photography and pretty much anything outdoors. I live in Rossmoor, CA with my wife Ann Marie and five children.

I currently have a unique situation where I am employed via an acquisition and operate a creative agency. I am seeking a full-time executive position or will consider an independent consultant relationship. Salary history and references available upon request.

Ted Russell Coté



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Portfolio

EDUCATION

Cal State Fullerton
BA Marketing
Fullerton, CA

May 2004 - Present
Chief Creative Officer
IM/TMA, LLC
Long Beach, CA

Dec 2009 - Present
VP - Special Projects
Stericycle, Inc.
Northbrook, IL

Jun 2007 - Dec 2009
VP - Marketing and Business Development
Medserv Corp.
Houston, TX

Dec 1998 - Apr 2005
Marketing and Business Development Manager
Stericycle, Inc.
Lake Forest, IL

EXPERIENCE

STRENGTHS

Creative Direction / Art Direction
Strategic Marketing / Budgeting
Brand creation / management
Project / team management
Business Development / Venture Marketing
Interactive Media / Digital Media
SEO / SEM / PPC Expertise
Social Media Management
Ecommerce / Magento
Project management
Learning Management Systems
Content Management Systems

SKILLS

Graphic Design / Adobe CS5
MAC / PC Proficient
Copywriting / Blogger
Photography / Video
Web Design / Application / Architecture