

MURRAY DAMERON

murray@murrayd.com | 704.534.1363 | www.murrayd.com
12530 Cumberland Cove Drive, Charlotte, NC 28273

EXECUTIVE PROFILE

Creative executive with over 15 years of experience growing businesses through integrated marketing and communications. Trusted leader with a balanced mix of creative, analytical and strategic thinking. Entrepreneurial spirit, strong project management skills and proven ability leading cross-functional teams to achieve results.

MARKETING STRATEGY

Lead Generation & Demand Creation
Market & Competitive Analysis
Sales, Channel & Product Support

COMMUNICATIONS

Public Relations
Internal Communications
Tradeshaw Management

CREATIVE DIRECTION

Visual Identity and Branding
Collateral Development
Web Design & Development

PROFESSIONAL EXPERIENCE

INVUE SECURITY PRODUCTS INC, CHARLOTTE, NC

04/2011 – Present

InVue Security Products is the leading global provider of security devices to protect handheld electronic merchandise on display at retail.

Marketing Communications Manager

Newly formed position responsible for the strategic development and execution of the company's global marketing communications initiatives in a high-growth, new product launch environment.

- Developed and executed integrated marketing campaigns that produced year-over-year growth of 48%
- Built in-house marketing communications team and managed the production of all marketing collateral, digital marketing and sales support for new product launches, campaign rollouts and ongoing sales efforts
- Established proactive internal communications program to keep global sales team informed of new products, product updates, sales successes and company news
- Worked with Product Marketing team to develop new product messaging and positioning, product launch materials and campaigns to support sales of new products
- Implemented online digital asset management system to maintain a consistent global brand and provide sales team access to sales collateral, presentations and marketing campaign assets
- Rebuilt company website and implemented digital marketing strategy to drive brand awareness and lead generation
- Planned and executed corporate events including trade shows, client presentations and global sales meetings

SPRINGS CREATIVE PRODUCTS GROUP LLC, ROCK HILL, SC

11/2010 – 04/2011

Springs Creative is a leading supplier of fabrics and packaged craft kits to major retailers throughout the US and Canada.

Marketing Manager

Responsible for all marketing, communications, product packaging and brand development.

- Worked with various business unit leaders to develop proactive marketing and communications plan
- Developed e-commerce strategy and planned implementation, fulfillment and customer service procedures
- Managed all corporate social media outlets to drive brand awareness, increase customer loyalty and solicit product feedback and development ideas
- Restructured graphics department and led team in the design and production of product packaging and in-store merchandising displays

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SCENTAIR TECHNOLOGIES INC, CHARLOTTE, NC

05/2005 – 09/2010

ScentAir is the leading global provider of large-scale scent delivery systems for commercial environments, serving world-class clients in the hospitality, gaming, retail, entertainment and residential industries.

Director of Marketing and Communications

Recruited by CEO during startup phase to establish marketing capabilities and grow Company. Developed and managed all marketing, communications, digital marketing, public relations, branding and creative services.

- Implemented integrated marketing campaigns that increased annual revenues by 200%, produced a compound annual growth rate of 50% and grew company from start-up to global leader
- Developed corporate brand identity and maintained consistent messaging throughout all product lines, collateral, communications and websites
- Obtained high-profile media recognition and positioned company as thought leader in an emerging industry through aggressive an public relations campaign
- Managed corporate web presence and all digital marketing including website design and development, SEO, SEM, email marketing, e-commerce and social media
- Led the creative development of all collateral, digital marketing, product packaging, press materials, sales training materials and channel support for new product launches, campaign rollouts and ongoing sales efforts
- Planned and executed corporate events including trade shows, client presentations, sales training, board of director meetings and town hall gatherings

MUZAK LLC, FORT MILL, SC

02/2000 – 04/2005

Muzak designs, delivers and installs custom music, voice messaging, digital signage and professional sound systems to a variety of clients in the retail, hospitality and restaurant industries.

Senior Marketing Designer

Core team member who helped rebrand and reposition the 75-year-old company and depreciated brand.

- Produced vertical market and client retention marketing campaigns that tripled company revenues in four years
- Managed the creative development of all marketing materials including print collateral, websites, email campaigns, advertising, product packaging and multi-media sales tools
- Improved department workflow and implemented online print fulfillment system to support a 200-person domestic field sales team and franchise community
- Planned and executed corporate events including client presentations, live music event sponsorships, trade shows, corporate training, conventions and charity activities

KOTHE HOWARD MARKETING COMMUNICATIONS, CHARLOTTE, NC

10/1998 – 02/2000

Kothe Howard Marketing Communications was a full-service advertising agency serving clients in the B2C and B2B sectors including Wal-Mart, Kmart, Carolina Panthers, Meineke Car Care and Queens University.

Advertising Director

Managed full-time and freelance designers to develop compelling advertising, marketing and branding services.

- Led creative team in the development of client advertising campaigns across all mediums including print, web, television and radio
- Conducted client brainstorming sessions and translated objectives into creative marketing strategies
- Created and pitched marketing communication proposals and creative storyboards to agency clients

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UNIVERSITY DIRECTORIES, CHAPEL HILL, NC

05/1996 – 10/1998

University Directories is the largest publisher of collegiate telephone directories, student planners and campus guides, producing over 350 publications annually.

Advertising Services Manager

Managed large creative production department during fast-paced publishing season. Implemented numerous time and cost-savings initiatives.

- Reduced production schedule by 50% and doubled number of Company publications by improving operational workflow and implementing an automated layout and pagination system
- Produced the largest number of error-free publications in company history by introducing a rigid QA process
- Developed and executed marketing and advertising campaigns to promote company products and services
- Coordinated corporate events including sales training, tradeshow, job fairs and on-campus events

EDUCATION

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Bachelor of Arts in Anthropology