

JADE WATERMAN

Passionate visionary with a track record that demonstrates self motivation, creativity, and the initiative to achieve both personal and corporate goals. Very experienced in strategy, company growth and most importantly, directly impacting the bottom line.

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BRANDS I'VE WORKED WITH



EXPERIENCE

No Pants Media

12.2013 to Present

Co-Founder

Founded boutique marketing and media company. Worked with clients across various industries to increase their sales, reputation and brand awareness through business strategy, marketing, branding, and social media.

Clients included: Beverage company with distribution in Whole Foods and Sprouts, cable reality television show with nationwide exposure, Silicon Valley tech start-up that raised \$1.8M in investor money, self-help author featured in Cosmopolitan magazine, franchised restaurant, and international sporting good company.

ExtremeTix

10.2012 to 12.2013

Development Director

Secured new customers and venues while ensuring client retention for mid-size ticketing services provider. Advised for and worked with some of the largest events in the country.

Utilized software such as SaaS, Salesforce and back-end ticket inventory management with various hold levels.

Barrett-Jackson

04.2008 to 01.2012

Director of Licensing and Branding

Launched Licensing and Branding division for the world's largest collector car auction. Introduced channel diversification and expansion of business development through management of licensing contracts and negotiations with major strategic partners. Built licensing structure and maintained financial modeling that included revenue and profit projections, and legal agreements.

Directed online content, strategy, and look and feel including e-blast campaigns and the implementation of Google Ads. Created brand identity and grew brand value through social media, marketing, collateral, signage and evangelism marketing.

STATS AND FACTS

Helped author launch book at **#19** on Amazon.

Used social media to grow sales **157%** at sporting goods company.

Managed events for beverage company with **\$90M** in sales.

Engaged with restaurant customers through **Yelp**.

Sold and managed **\$150K** of business in first 7 months.

Created marketing plan and materials for **current** and **new** products within offering mix.

Created **\$400K** of licensing revenue in 9 months.

Brokered deals with brands such as **AIG, MGM, GM,** and **Sherwin-Williams**.

Implemented Google and online ads for over **\$100K** in web revenue per year.

Ran apparel division with **\$2M** in sales in 13 days.

EXPERIENCE

Next Phase Enterprises

02.2007 to 04.2008

Director of Marketing

Managed product development, marketing, sales, and project execution for international licensing company. Managed P&L with budgets upwards of \$50M.

Created and launched licensed products into major retailers globally. Built and maintained relationships with key corporate decision makers at Target, Costco, and Wal-Mart. Organized and executed marketing, promotional events, and public relations campaigns with national brands.

My Computer Works

06.2005 to 01.2007

VP, Marketing

Oversaw marketing for start-up software company including marketing creation, advertising, and public relations. Coordinated marketing and advertising, and planned and executed trade shows.

Supervised and set goals for sales team. Budgeted programs and handled logistics for advertising and marketing departments. Analyzed demographic and psychographic data to determine marketing areas and strategy.

Data Doctors

02.2003 to 04.2005

Director of Marketing

Coordinated marketing and advertising for national technology (IT) company. Wrote copy for television, radio, and print advertising, along with media releases.

Conceptualized and implemented new product development plans for web and merchandise. Standardized procedures, marketing materials, logos, and instructional manuals.

STATS AND FACTS

Grew total sales from \$200M to over **\$250M** in one year.

Acquired licenses from **Universal, Nintendo, WWE, the NFL**, and more.

Implemented the largest Health and Wellness Platform in **Wal-Mart** Nationwide.

Grew client base and overall revenue **75 percent** in four months.

Launched product successfully into **Costco**.

Helped to grow staff from 2 to **25** and counting.

Expanded franchise units from 50 to **100** in nine months helping double revenue.

Managed marketing for more than **100** business units throughout the U.S.

Trained **30** franchisees.

EDUCATION

Bachelor of Science in Marketing/Minor in Communications (BS), Arizona State University, 2002

Masters of Business Administration (MBA), University of Phoenix, On-site Main Campus, 2005

Teaching English As A Foreign Language (TEFL), Proyecto Montezuma Costa Rica, 2012

LAST, BUT NOT LEAST...

I have been to over 30 countries. So many more still to go!

I have one "son," my Boston terrier mix, Salvador who is five years old and knows how to balance a treat on his nose.

I've dabbled in guitar since age 13. No Stairway!

My entrepreneurial spirit started young. Launched my first business 20+ years ago at age of 12, selling my mom's homemade zucchini bars and lemonade on a busy street corner...I sold out.

I'm a sucker for a cheesy murder mystery novel.

A co-worker recently told me that I "network like a fiend." I believe you can never know enough great business people.

I am a member of the National Association of Professional Women and the American Marketing Association.

I proudly volunteer weekly with Meals on Wheels.