

# MARK A. TENNEY

## EXPERIENCE

**PERRY & CO.** / Denver, CO ~ 2018 - Present

*Director of Marketing*

- › Establishing full-service marketing communications function for luxury real estate brand generating \$300+ million in home sales annually.

**GATES CORPORATION** / Denver, CO ~ 2010 - 2017

*Director, Global Brand Management + Corporate Communications*

- › Strategic brand responsibility for \$3 billion, multi-national franchise.
- › Continuous oversight and direction of all brand marketing activities.
- › Increased value of the global corporate brand by 83% over four years.
- › Established a robust Social Media presence via a new editorial content process, resulting in a 122.3% increase in followers year-over-year.
- › Maximized partnerships with 12 functions within the global organization as the “go-to” shared services marketing partner.

**STAPLES, INC.** / Framingham, MA ~ 2008 - 2010

*Creative Director*

- › Led the team responsible for consumer product marketing efforts.
- › Created B2B marketing, advertising, packaging, and communications collateral for world-wide distribution and application.
- › Protected over \$100 million in revenue during the post-merger integration of Staples and Corporate Express.
- › Led the conceptual development of new private label products and execution of supporting online and print marketing materials.

**CORPORATE EXPRESS** / Broomfield, CO ~ 1997 - 2008

*Director, Marketing — Creative & Brand*

- › Built and led the marketing communications and brand services group.
- › Responsible for the development and execution of global sales, marketing, online and e-commerce collateral.
- › Achieved online revenue of over \$60 million by effectively executing the organization's marketing campaign strategies.
- › Consistently engineered annual G&A expense savings of over \$1 million annually by the marketing communications and brand services group.

## EDUCATION

**PROFESSIONAL CERTIFICATE / Brand + Reputation Management**

- › Tuck School of Business at Dartmouth


**MBA / Master of Business Administration**

- › University of Phoenix

**BACHELOR OF FINE ARTS / Graphic Design**

- › Brigham Young University

## CONTACT

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 Denver, CO

## SPECIALIZING IN

- › Compelling content creation
- › Brand strategy + awareness
- › PR & media relations management
- › Ideation + concept development
- › Copywriting + creative storytelling
- › Creative team leadership
- › Cross-functional relationships
- › Digital marketing execution
- › Marketing strategy + tactics
- › Measurement + analytics
- › Process + policy development
- › Social media management
- › Project management + collaboration

## SKILLS + SOFTWARE

- › Adobe Creative Suite
- › Email marketing platforms (Mail Chimp)
- › Google Adwords, Pay-per-click
- › HTML, XHTML, CSS, Web development
- › Marketing automation (Marketo)
- › Market research
- › Social media advertising

## AWARDS + RECOGNITION

**INHOUSE DESIGN AWARDS**

- › Graphic Design USA

**PRSA**

- › Multiple Gold + Silver Pick Awards

**BRIGHAM YOUNG UNIVERSITY**

- › Graphic Design Talent Award