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Education

Colorado Tech University – Boulder, Colorado

EMBA, Business Administration September, 2008 3.90 GPA
Certificates in Leadership, Change Management and Business Administration

University of Texas – Austin Texas

BS, Advertising August, 1980 3.30 GPA
Additional concentrations in English and Radio/Television/Film

Marketing and Advertising Core Competencies

Market Research and Analysis	Media Planning and Buying	Search Engine Optimization
Consumer Behavior	B2B Marketing	Web Site Development
Strategic Planning	Direct Marketing	Public Relations
Brand Positioning	Database Management	Sales Promotion
Creative Development	Digital Media and Creative	In-Store Materials
Global Branding	Search Engine Marketing	Packaging and Collateral

Industries

Apparel, Automotive, Consumer Packaged Goods, Franchising, Health and Fitness, Home Furnishings, Home Services, Non Profit, Pharmaceuticals, Publishing, Retail, Technology, Telecommunications, Travel and Tourism, Utilities

Awards

- Gold Effie, American Marketing Association - Curves Launch Campaign
- Four Good/Grand Good Awards, Advertising Women of New York – Curves
- #1 Up and Coming Brand for Curves in 2006 Landor Associates *Breakaway Brands* study
- Curves Partner Excellence Award – Publicis
- Publicis Chairman’s Award – Curves
- Publicis Chairman’s Award – BMW
- Eight Publicis Passion Awards for creative excellence
- Numerous Addys, Tellys and Adweek Spots-of-the-Week
- Best Promotion, 2014 AAF NSAC team
- 2nd Place, 2016 AAF NSAC District 10 Competition

Professional Experience

Visiting Lecturer **Mayborn School of Journalism** Denton, Texas 1/15 – present

Lecturer in Strategic Communications, teaching Advertising Campaigns, Agency Management, Account Planning, Direct Marketing and Internet Marketing. Faculty Advisor to UNT's AAF Chapter (Ad Club) and NSAC (Ad Team) teams. Serve on Alumni and Advancement and Scholarship Committees.

Executive in Residence **Temerlin Advertising Institute** Dallas, TX 8/09 – 8/14

Teach Campaigns to upper division underclassmen. Teach upper division classes including, Campaigns, Account Management, Account Planning, and International Advertising for two summers in London. Faculty Advisor to the SMU chapter of the American Advertising Foundation, and Faculty Advisor to the AAF National Student Advertising Competition team.

Managing Director **Amper&and Marketing** McGregor, TX 2009

Company founded to provide marketing services on an ala carte basis through network of specialists.

Vice President, Marketing **The Dwyer Group** Waco, TX 2008

Direct all marketing activities for six franchised brands in the home services sector, encompassing 1,100 franchisees in the U.S. and Canada with annual sales of \$1 BLN – Aire Serv (sic) HVAC, Glass Doctor, Mr. Appliance, Mr. Electric, Mr. Rooter, and Rainbow Restoration. Support marketing staff of 24. Report to President/CEO and sit on Executive Council.

Director of Marketing **Curves International** Waco, TX 2005-2007

Built team, infrastructure and programs to support world's largest health and fitness chain, while expanding to 10,000 clubs in over 50 countries with annual sales in excess of \$2 BLN. Report to the Founders, and President/CEO, and serve on the Executive Board.

SVP, Group Account Director **Publicis Groupe** Dallas, TX 1993 – 2005

Serve as Senior Management representative to select list of blue chip clients in the Dallas office of global advertising services company. Partner with senior marketing clients to define brand and business strategies, and lead the development of advertising programs to support those strategies.

Clients: BMW, Cellular One, Computer City, Curves International, Ericsson, Garden Ridge, Hoovers, Incredible Universe, Murata, T-Mobile, Western Wireless.

Account Supervisor **Keller-Crescent** Las Colinas, TX 1992-1993

Direct staff of five in developing all phases of marketing communication solutions for diverse group of national and regional accounts. Clients: Amtech, ColorTyme, Dickies, Source, Irving Convention and Visitor's Bureau

Marketing Manager **Fujitsu Wireless Terminals** Richardson, TX 1991-1992

Established foothold in the U.S. for iconic Japanese brand through first national consumer marketing campaign for Fujitsu high-end cellular telephones. Collaborated with engineering on the development and successful launch of five products.

Sr. Account Executive **NW Ayer** Dallas, TX 1990-1991

Responsible for the development of national advertising for the Women's Division of JC Penney. Worked on brand campaign to reposition the client as a major fashion retailer. Supported strategic private label launches.

Asst. Media Director **NW Ayer** New York, NY 1987 1990
Houston, TX

Directed staff of six for all aspects of media analysis, planning, negotiation, executing and stewardship of \$65 MM budget for Continental Airlines.

Sr. Sales Representative **Newsday** New York, NY 1987

Responsible for food, soft drink and packaged goods categories. Worked with food brokers, brand managers, and advertising agencies in developing incremental display advertising for major market daily newspaper.

Account Executive **Million Market Newspapers** New York, NY 1984-1986

Responsible for travel category and all accounts at designated advertising agencies for merged entity of two national newspaper representative firms. Increased lineage by 18.5% on revenues of \$11 MLN.

Account Executive **Times Mirror National Marketing** New York, NY 1984-1986

Helped open New York office of national advertising sales company formed to represent Times Mirror owned and operated newspapers. Handled packaged goods and consumer electronics categories. Promoted to handle travel category at the height of airline deregulation.

Sales Manager **Dallas Times Herald** Dallas, TX 1983-1984

Managed advertising sales for three weekly supplements. Supervised an outside sales staff of five. Developed and implemented tailored sales training program for sales staff.

Assistant Sales Manager	<i>Dallas Times Herald</i>	Dallas, TX	1981-1983
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Operations manager for satellite sales office, responsible for new employee sales training, goal setting, forecasting, budgeting, and employee incentives for sales force of 13.

Sales Executive	<i>Dallas Times Herald</i>	Dallas, TX	1980-1981
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Increased lineage by 200 pages and share of market by 17.5% on personal key account list in highly competitive three-newspaper market.

International Marketing Experience

Expanded the Curves brand into over 50 countries in the Americas, Europe and Asia. Repurposed franchise materials and advertising for different languages and cultures. Created new integrated marketing campaigns for Quebec, Spain, Australia and Japan in concert with country-based agencies.

North American representative to Publicis's successful pitch for the global Ericsson NOSP account. Worked with global team members from London, Stockholm and Hong Kong offices. Studied for a week at Ericsson's global headquarters in Telefonplan, Sweden. Repurposed global positioning campaign for U.S. market.

Participated in finals pitch for KPN, the deregulating Dutch national telephone utility, with Publicis, Amsterdam.

Performed annual consultations for Paris wireless client SFR as France deregulated their telephone industry.

Corporate Marketing Key Accomplishments

Launched relational database of 1.6mm customers to refine CRM programs, model customer segments, and enable targeted direct mail and e-mail campaigns.

Enhanced effectiveness of SEM, SEO and directional marketing strategies including redesign of three concept web sites, and introduction of universal search elements. Reduced lead costs by 9%.

Envisioned the Dwyer Advantage to consolidate and leverage collective benefits of TDG brands to build brand preference: green practices, online appointment scheduling, transparent pricing, et al

Provided marketing leadership that led Curves International from 4,400 clubs and \$750MM in revenues to 10,000 clubs worldwide and \$2.0BLN in revenues in 4 years. Supported expansion into over 50 countries. Extended Curves brand through custom publishing, online marketing, web development for customers and members, new product development, SEO, and strategic alliances with national consumer companies. Established overall sector brand awareness of 85% with consistently positive brand attribute rating

Developed cooperative strategic marketing programs with companies including General Mills, Procter and Gamble, Unilever, GSK, Kraft, and Colgate-Palmolive, generating an additional \$5MM in promotional value per year.

Advertising Agency Key Accomplishments

Developed brand identity and led award-winning campaign launch for **Curves International**, the world's largest fitness franchise. Complemented branding campaign with DRTV and online efforts. Developed LSM materials to integrate with national promotions, and rigorously enforced brand identity standards. Exceeded year one annual lead goal in just three months.

Developed new position for **Western Wireless** dba Cellular One, and executed through advertising, in-store materials, DM, and online elements. Managed customized media and creative promotional plans in 107 rural markets. Exceeded annual activation goal by 7%.

Launched **Cellular One** as the first national brand of wireless service in the U.S., and evolved positioning to remain relevant through a decade of deregulation and change. Developed national creative customizable by franchisees, and launched online LSM asset system. Established national top-of-mind awareness in wireless sector in less than 2 years.

Partnered with **BMW** on development of strategic messaging programs and model launches through full cycle of product portfolio. Managed development of media and advertising programs and directed field force supporting 95 dealers and 25 market co-ops. Southern Region led the nation in luxury market share for 6 consecutive years.

Directed staff of six for all aspects of media analysis, planning, negotiation, execution and stewardship of \$65 million budget for **Continental Airlines**. Personally negotiated over \$2MM in savings.

Successfully led six new business pitches worth \$200 MLN in capitalized billing.

Professional Memberships and Affiliations

American Marketing Association - National

American Advertising Federation - National

American Marketing Association – DFW Chapter, Board seat, EVP Strategy 2009 – 2015

American Advertising Foundation – DFW Chapter, Board seat, Advantage Dallas, 2011 – 2013

AAF Dallas Advertising Advisory Board, 2017

Foundation for Advertising Education Advisory Board, 2013 – Present