**Brice Campbell**

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**Goals and Qualifications**

Consummate leader seeks marketing/advertising role with company innovating for sector leadership in a technology-driven and flattening world. Track record of launching and building brands, managing complex processes, motivating people, and driving growth and profits. Ready grasp of key business factors combined with excellent people and communication skills enable the instillation of company vision, and the ability to build and motivate effective cross-functional teams. Collaborative and inclusive management style ensures thoughtful, long-term solutions.

**Career History**

**Lecturer University of North Texas** journalism.unt.edu Denton, TX 2015 – 2019

Lecturer teaching Advertising Campaigns, Account Planning, Agency Management, and Direct and Internet Marketing. Faculty Advisor for AAF North Texas Chapter and AAF National Student Advertising Competition team. Serve on the Scholarship, Alumni and Advancement, and Mayborn LGBTQ Committees.

**Executive-in-Residence Temerlin Advertising Institute** [www.smu.edu](http://www.smu.edu) Dallas, Texas 2009 - 2014

**Southern Methodist University**

Lecturer for upper division students pursuing a BA in Advertising degree, teaching Advertising Campaigns (Capstone) and Account Planning courses. Faculty Advisor for AAF SMU Chapter and AAF National Student Advertising Competition Team. Manage the promotion of the Masters of Advertising program to potential grad students.

**Managing Director** **Ampersand Marketing** [www.ampersand.us.com](http://www.ampersand.us.com) McGregor, Texas 2009

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

**Vice President, Marketing The Dwyer Group** [www.dwyergroup.com](http://www.dwyergroup.com) Waco, Texas 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 $1BLN. Managed department of 24 staffers as well as directing aligned external advertising and digital agencies for the Dwyer Group’s brands: Aire Serv HVAC, Glass Doctor, Mr. Appliance, Mr. Electric, Mr. Rooter, and Rainbow Restoration. Executive Council member reporting to the President.

**Director of Global Marketing Curves International** [www.curves.com](http://www.curves.com) Waco, Texas 2005-2007

Built team, infrastructure, and programs to support women’s fitness chain during rapid expansion to 10,000 clubs in over 50 countries with annual sales in excess of $2BLN. Manage National Advertising Fund of $16MM+. Sit on the Executive Board, and serve as Marketing Liaison to Curves Franchisee Advisory Council.

**SVP, Group Account Director Publicis Groupe**  [www.publicis.com](http://www.publicis.com) Dallas, Texas 1993-2005

Serve as Management representative to clients in the Dallas office of global advertising services company. Partner with senior marketing clients to define brand and business strategies, and lead development of all advertising programs.

**Key Agency Clients (career):** BMW, Cellular One, ColorTyme, Continental Airlines, Computer City, Curves International, Ericsson, Garden Ridge, Hoovers, Incredible Universe, Irving CVB, JC Penney, Western Wireless

**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 lever collective benefits of TDG brands to build brand preference.
* 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 5 years. Supported expansion into over 50 countries through localized LSM materials and original brand advertising in England, Ireland, Spain and Australia.
* Extended Curves brand through custom publishing, online marketing, new product development, and strategic alliances with national consumer companies. Established sector brand awareness of 92% with consistently positive brand attribute ratings.

**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. Established national category top-of-mind awareness 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.
* Led strategy and advertising to restage **ColorTyme**, **Irving CVB**, **Hoovers**, **Garden Ridge** and **Computer City** brands.

**Education**

**Colorado Tech University**

MBA, Business Administration 3.90 GPA

Certificates in Change Management, Leadership, and Business Administration

**The University of Texas at Austin**

BS, Advertising, Minors in Radio/TV/Film and English 3.30 GPA

**Professional Affiliations**

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 – 2018

**Awards**

* 1st Place, AAF National Student Advertising Competition, District 10, 2019
* 2nd Place, AAF National Student Advertising Competition, District 10, 2016
* Gold Effie, American Marketing Association, Curves International Launch Campaign
* Four Good/Grand Good Awards, (top honors), Advertising Women of New York
* #1 ‘Up and Coming Brand’ in 2006 Landor Associates *Breakaway Brands* Study (Curves)
* Curves Partner Excellence Award, for Publicis
* Publicis Chairman’s Award - Curves
* Publicis Chairman’s Award – BMW
* Eight Publicis Passion Awards for Team Creative Excellence