

# JODI FULMER

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## DIRECTOR OF RETAIL MARKETING

*Strategically aligning technology and innovation to optimize business performance*

### **Skills & Competencies**

Consumer Marketing ■ Branding Solutions  
Marketing Strategy ■ Advertising Programs  
Marketing Plans ■ Marketing Budget  
Digital Marketing ■ Offline Marketing  
Market Research ■ Value Propositions  
Client Relations ■ Email Marketing  
Category Management ■ Operational Strategies  
Project Management  
Verbal & Written Communication  
Public Speaking ■ Presentations  
Customer Relationship Management (CRM)  
MS Word, Excel, PowerPoint

**Strategic and data driven marketing executive:** Over 15 years' experience in strategy and marketing with exceptional market and product development skills. Adept at creating impactful marketing programs, from vision to inception. Specific strengths in identifying profitable high-growth market segments and integration of customer-centric marketing plans, ensuring brand campaign consistency and success throughout the purchase funnel.

**High-performance effective thought leadership:** Collaborative and driven leader who develops and motivates cross functional teams. Skilled at enhancing productivity by deploying systems and processes that enable people to focus on high-value activities. Excellent talent development, retention metrics and record.

**Reliable and disciplined execution:** Through solid planning and delivering. Extremely skilled at working through people and managing the implementation of projects, on-time and within budget. Strong communication skills, with ability to present ideas and findings to C-Suite executive team. Hands-on leadership style with a relentless focus on delivering high-impact projects, passionate about maintaining an environment of team-work.

## PROFESSIONAL HISTORY

BENJAMIN MOORE & CO.

Nashville, TN

### **Director Retail Marketing**

September 2018 – Present

Accountability for the strategic development and execution of programs (vision to inception) created to support; organizational goals, growth initiatives and the independent retail network. Collaborate with executive leadership to overcome challenges strategically. Develop and launch new solutions for brand, assuring a best-in-class in-store experience.

- ➔ Manage, develop, mentor and motivate 5 direct reports and 8 indirect reports
- ➔ Oversee and manage a \$13MM co-op advertising program to support consistent and effective co- branded local marketing for retailers
- ➔ Oversee the management and strategic planning for the Marketing Access Center (MAC) a digital asset management system containing marketing collateral and local marketing services
- ➔ Responsible for developing marketing retailer programs, integrated marketing campaigns and initiatives from conception to implementation and ongoing evaluation of program effectiveness
- ➔ Oversee the management and execution of regional retailer group marketing campaigns
- ➔ Responsible for evaluating, reviewing, vetting and assigning retailer marketing creative requests
- ➔ Oversee the production and trafficking of TV and Radio (media) commercials for retailers
- ➔ Oversee and provide strategic direction of all retailer guides, program sell sheets, annual Marketing Plan and quarterly Marketing Guides
- ➔ Co-Chair of Marketing Recognition Committee

### **Sr. Manager Retail Marketing Program**

March 2016 – September 2018

Promoted to take charge of the retail marketing program. Managed the development of creative briefs for key brand initiatives, provide creative feedback to agency and ensure internal alignment on creative direction.

- ➔ Collaborated with sales, brand management and other key internal stakeholders to develop, activate and implement integrated programs that increase brand recognition and sales
- ➔ Wrote annual and quarterly retailer communications to relay details regarding all marketing programs and campaigns
- ➔ Managed all retail marketing field requests by providing strategic direction into creative briefs and working with agency to provide creative direction and feedback
- ➔ Managed timelines and budgets to ensure that projects are completed on time and within budget
- ➔ Served as a team member on key strategic initiative teams; sales and marketing communication, multicultural marketing, campaign development, content development and employee recognition and mentoring circles

#### **Retail Marketing Programs Manager**

March 2014 – March 2016

Managed the national retail promotions program, concept, structure and creative process. Communicated with vendors.

- ➔ Provided promotional dashboards to report program effectiveness and return on investment
- ➔ Developed and wrote quarterly retailer guide to communicate all brand and retail marketing programs and campaigns to the entire independent retailer network

#### **Company Stores Marketing Manager**

December 2012 – March 2014

Oversaw marketing teams' efforts on local and national accounts. Responsible for strategy, development, solution design, benchmark and KPI establishment.

- ➔ Developed budget and advertising plan to meet store sales objectives for five store chains including managing vendor co-op programs
- ➔ Developed custom company store promotions and programs which adhere to national strategy but implemented locally
- ➔ Responsible for the management of \$2MM budget for corporate stores annual marketing activities

#### **Retail Marketing Specialist**

October 2009 – December 2012

Consulted with independent store owner on developing comprehensive marketing and advertising plans to drive traffic and sales. Collaborated with store owner on marketing materials to best reach new markets. Acted as liaison between retailers, field sales and corporate marketing.

#### **Sales Representative**

December 2007 – October 2009

Consulted with independent store owners to introduce new products and programs. Opened new stores to increase distribution channel.

#### **Retail Marketing Specialist**

November 2005 – December 2007

#### **Associate Regional Marketing Manager**

March 2004 – November 2005

#### **Regional Marketing Coordinator**

July 2002 – March 2004

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### **E D U C A T I O N**

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**Bachelor of Arts - Advertising, North Central College**