

JAMES E. CRAWFORD

PO Box 771, 52965 Cedar Crest Dr.
Idyllwild CA 92549

Office: 951.659.6399

Cell: 760.861.6944

Email jim@waldorfcrawford.com

Website www.waldorfcrawford.com



SENIOR LEVEL MARKETING EXECUTIVE

Versatile and award winning professional with more than 20 years of experience and expertise in marketing with a concentration in direct response advertising for television and the web in Fortune 500 companies and business start-ups. Further expertise in cable television management in programming, marketing and administration of cable operations, network programming and video distribution. Demonstrated success in placing products in catalogs and on home shopping networks. Proven ability in managing projects from start-up through growth and implementation. Recognized for identifying critical issues and implementing effective solutions. Excellent communicator as evidenced by building, leading, managing and motivating highly effective teams. Core competencies include:

Sales/Marketing Campaigns – Operations Management – Product Management – Account Management P&L Responsibility – Brand Development – Sales Marketing Campaigns – Budget Control – TV/Cable Advertising – Catalog Placement – Collateral Material Development – Team Building – Problem Solving

PROFESSIONAL ACHIEVEMENTS

Created web video campaign for Fortune 500 clients. Produced 9 webisodes addressing key customer topics via video for consumer website to increase and extend premium customer memberships. **Results:** 40% increase in membership; campaign received national award.

Expanded product merchandising platforms at Company to include home shopping networks. Partnered with 3rd party agency to gain efficiencies in placing products on QVC. **Results:** Generated over \$1 M in sales for product with \$100K+ sales commission to Company.

Expanded print/e-commerce product placements for Company. Created catalog and online system to identify and manage more products. **Results:** Increased catalog and web revenue by \$45K annually and increased product distribution.

Managed and developed cable television channel's marketing department and provided sales management assistance. Designed and managed promotional campaigns and sales collateral including brochures and how-to videos. **Results:** Client experienced one of fastest subscriber growth tracks in cable history, from zero to #30M in just 2 years.

Developed new markets enabling Company to reach and surpass budgeted goals. Increased sales in new platforms and established better lead generation through web marketing. **Results:** Company net revenue increased an average of 18% annually for 10 years.

Expanded brand awareness for start-up cable channel. Created unique marketing materials and increased sales for wider carriage distribution. **Results:** 333% increase in channel's carriage in 18 months.

Created marketing plan for Fortune 500 Communication Company's new TV channels. Developed and executed pre-launch and launch activities branded and based on Company's popular consumer magazine titles. **Results:** #25M new subscriber homes in first year!

Hired and trained national distribution sales force for new TV channel. Organized sales prospects for national launch. **Results:** Team hit ground running to create one of most successful launches in cable TV history; original team promoted to management positions as staff grew.

Retrained and expanded sales force. Developed brand advertising supporting launch of second channel as Company's merged additional programming assets with partner. **Results:** Additional channel added #25M subscriber homes in Year 1.

Revamped Cable Company's sales and marketing department. Created and directed localized sales programs; managed and maintained multiple sales forces; developed strategic marketing promotions utilizing tactical media in order to increase market penetration. **Results:** Reduced disconnects and added subscribers to reach all time high in market after two years.

Improved Cable Company's quality perception in the marketplace. Created award winning Kid's *Club* marketing campaign and quarterly mail-based newsletter to increase awareness of Company's high quality family oriented programming. **Results:** Lowered disconnects and extended subscriber life.

Enhanced Cable Company's customer service. Produced and hosted a weekly customer call-in TV show where viewers could ask questions about cable service and learn more about special promotions. **Results:** Company customer service image improved in surveys; reduced disconnects.

PROFESSIONAL EXPERIENCE

PARTNER

Waldorf Crawford LLC, Idyllwild, CA 1998 – Present

VICE PRESIDENT OF MARKETING AND SALES

The Outdoor Channel, Temecula, CA 1996 – 1998

DIRECTOR OF MARKETING AND SALES

Times Mirror Programming, Irvine, CA 1995 – 1996

DIRECTOR OF MARKETING AND SALES

Times Mirror Cable Television, San Diego, CA 1991 – 1995

DIRECTOR OF SPECIAL MARKETS

Simitar Entertainment, Inc., Plymouth, MN 1990 – 1991

REGIONAL DIRECTOR OF MARKETING AND PROGRAMMING

Hauser Communications, Inc., St. Paul, MN 1986 – 1990

EDUCATION - Bachelor of Arts, University of Minnesota

AWARDS

Telly Awards for Jenny Craig infomercial and Webisode Productions; Special Marketing Award for Cable System Marketing; Special Marketing Award for Cable System Effort; "Cable Marketing" Magazine; NCTA "ACE" Award for Local Programming

Affiliated with: CTAM (Cable Television Association of Marketers); ERA (Electronic Retailing Association); DRMA (Direct Response Marketing Association)

Professional References Available Upon Development of Mutual Interest