

Jeffrey Liekhus

~ MARKETING ~ STRATEGIC PLANNING ~ CREATIVE DEVELOPMENT ~

SUMMARY OF QUALIFICATIONS

Twenty-five years in advertising, marketing and sales management.
Twenty years creating print content and five years designing digital media.
Over twelve years success in product development and market planning.
Five years liaison between marketing, engineering and sales departments.
Several years experience with photography, set and trade show design.
Skilled in writing technical, legal and marketing publications.
Good understanding of financial, legal and research metrics.
Excellent presentation and public speaking skills.

SELECTED CAREER ACHIEVEMENTS

Executive / Management

- Developed revenue increasing business strategies; Market Trends' revenue doubled.
- Directed high profile research studies for companies such as CitiGroup, American Express, and the FDIC - wrote findings and presented results.
- Lead highest producing division at Market Trends – three of seven years.

Market / Product Planning

- Developed high visibility product plan - took a revolutionary idea from concept to product launch for Jones Design & Development Co.
- Designed compliance research programs – nationally recognized study for banks and securities firms, also used by national regulators.
- National award - Marketing Manager for firm listed by *Inc. Magazine* as one of the nation's "500 Fastest Growing Companies".
- Gold ADDY Award - Account Executive and team designer for a trade show booth project for Whittle Communications/Channel One.

PROFESSIONAL EXPERIENCE

Property Manager ~ 1999 to Present

Liekhus Properties LLC, Sammamish, Washington

Consultant/Project Manager ~ 2007 to 2009

Digital Dog Design LLC, Sammamish, Washington

Director of Product Development & Marketing ~ 2001 to 2006

Jones Design & Development Company, Inc., Redmond, Washington

Director of Marketing & Operations – Financial Group ~ 1993 to 2000

Market Trends, Inc., Seattle, Washington

Marketing/Advertising Consultant ~ 1991 to 1992

Knox County Humane Society, Knoxville, Tennessee

Account Executive ~ 1990 to 1991

Reed Eichel Advertising, Knoxville, Tennessee

EDUCATION & TRAINING

Web Development Certificate Program; Bellevue College, Washington

Certificate – AMA School of Marketing Research; University of Notre Dame, Indiana

Master of Science, School of Communications – Degree with honors; University of Tennessee, Knoxville

Bachelor of Science, School of Business Administration – Degree; Central Washington University, Ellensburg

COMPUTER & GRAPHICS KNOWLEDGE

Applications: Illustrator, CorelDRAW, Photoshop, GIMP, Fireworks, Flash, PageMaker, InDesign, Publisher, Dreamweaver, FrontPage, Project, Excel, PowerPoint, Studio 8, Act, Acrobat and Outlook.

Training: XHTML, HTML, Dreamweaver, Cascading Style Sheets, InDesign, Flash, Illustrator, Network Fundamentals, Authoring, Internet Fundamentals, Advanced Research Techniques, and Market Research.

Hardware platforms: Windows PCs and Apple desktop computers.

CREATIVE FROM MARKETING CAMPAIGNS

