

Juliette A. Esakson-Schultz Resumé



Proven record of success as a strategic marketing and business development expert. Exceptional communication skills and the ability to motivate business teams. A leader who is passionate and inspired by the skills of others – able to channel their creativity to exceed growth and development goals.

Spark! Marketing, Traverse City, Mich.

10-01 – Present

President/Owner

Successful owner/operator of a full-service marketing firm specializing in providing strategic marketing planning and execution services for targeted campaigns to companies from Traverse City, Mich., to Maui, Hawaii. Through smart marketing and authentic networking, grew the business by 50% in its second year of operation.

Big Wins

- Assisted a boutique high-end shoe store in Chicago with executing a marketing campaign to support its grand opening. Over 300 people attended the event (a 25% response) and, through a combination of public relations, event marketing and direct mail, in-store sales tripled. The store was featured in six major publications, including: *Women's Wear Daily*, *Chicago* magazine, *Footwear News* and the *Chicago Tribune*.
- Executed a successful week-long event promoting environmentally friendly disposal of office waste to businesses throughout northern Michigan. In three years, the event grew over 75% from 2006, when the event generated 50,000 pounds of office paper (saving 1,900 trees), to shredding and recycling over 180,000 pounds of office paper in 2009 (saving 6,800 trees).
- Developed a detailed market analysis/feasibility study for a successful real estate development company that was ultimately used to secure property ownership with a growing local financial institution (fifth branch) representing \$201.6 million in bank assets.
- Completed a branding and identity strategy (including naming, identity and tag line development, and an identity standards manual) that re-positioned a five-county area in the eastern Upper Peninsula as the premier adventure tourism destination for over 500,000 annual visitors.
- Provided in-depth distribution channel analysis and market potential data for a food service supplier interested in launching a new health-related product. Using this knowledge, combined with Claritas' PRIZM lifestyle segmentation system, we were able to limit potential target households (for a direct mail campaign) in Dane County, Wis., from 136,000 to just over 8,000 key target households.

Corbin Design, Traverse City, Mich.

03-00 – 10-01

Marketing Director

- Directly responsible for \$100,000 in sales related to print, identity and web design.
- Key participant in securing \$500,000 in sales related to environmental wayfinding for Los Angeles, Kansas City and Tucson.
- Accountable for project management, including initial sales presentation, design concept presentation, internal and external communication, scheduling and budget.
- Challenged to identify new and existing marketing opportunities and implement creative self-promotion strategies to increase brand awareness and sales.
- Conceived and implemented a web-based sales tool to support prospecting and inquiry follow-up.

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Resumé

Eagle Marketing, Fort Collins, Colo.

05-96 – 11-99

Vice President of Client Services

Promoted 08-96 to 11-99

- Prepared annual departmental budget of \$150,000 and supervised all aspects of client services personnel for this direct marketing agency specializing in radio and TV promotion.
- Managed key accounts, including WKTU-FM, New York; WBOS-FM, Boston; WKMG-TV, Orlando.
- Interfaced with clients to sell creative approaches that influenced consumers through targeted direct marketing programs.
- Coordinated with print vendors throughout the U.S. to minimize cost and increase efficiency of final product.
- Approved timelines and accountable for on-time performance.
- Coordinated multiple teams including sales, creative and research.
- Systematized proofing cycle to ensure product quality.
- Participated in the application of consumer information, including lifestyle segmentation systems, and placement of direct marketing and creative messaging.
- Promoted from customer service representative to executive within two years.

Amherst & Reeves, Rapid City, S. Dak.

07-95 – 05-96

Account Manager

- Prospected and initiated sales, presentations and follow-up.
- Responsible for self-promotion efforts, including targeted dimensional mailings.
- Managed client communication and tracked projects from creative conception through printing.

Collins & Associates, Grand Rapids, Mich.

09-94 – 05-95

Marketing Coordinator

- Instrumental in lead-generation program that successfully converted prospects into clients.
- Managed client database and implemented follow-up direct mail program.

Education, Ferris State University, Big Rapids, Mich.

Bachelor of Science in Advertising/Marketing, 1994

Associate's in Applied Arts in Journalism, 1992

Received honorary scholarship for excellence in journalistic ability

Volunteer Service

Sleeping Bear Gourmet Advisory Committee

March 2009 - present

Utopia Foundation Board of Directors

2008 - 2009

Mt. Holiday Ski Area Board of Directors

2007 - present

Chairperson of Traverse Chamber Small Business Council

2006 - 2007

National Girl Scout Business Smarts Program

2004 - 2005

Certified SCORE Counselor

2003 - present

Women's Resource Center Fashion Extravaganza

2003

Awards and Honors

Inaugural member of MariGold Productions'

Inspirational Business Leaders

2007

Nominated for the Traverse City Area Chamber's

Small Business of the Year Award

2001- 2009

Nominated for the Grand Traverse ATHENA Award

2005

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