

# GARY S CORNS

MARKETING, DESIGN & BUSINESS DEVELOPMENT EXECUTIVE

**Location:** 135 Sourwood Road, Madison NC 27025  
**Telephone:** (336) 908-0322  
**Skype:** gcorns  
**Email:** gcorns@triad.rr.com  
**Website:** www.garyassociates.com  
**Profile:** www.linkedin.com/in/garycorns

As an award-winning, senior-level business professional, an accomplished entrepreneur with extensive brand management, marketing, and relationship building skills, I bring hands-on experience in the development and management of integrated marketing communications for b2b and b2c markets.

## EXPERIENCE

Feb 2016 – March 2019

### SKA CONSULTING ENGINEERS

Director of Marketing & Business Development

#### ACHIEVEMENTS & RESPONSIBILITIES:

- Supported and directed the firm's leadership through a cohesive IMC plan.
- Developed a series of comprehensive marketing strategies that supported a 20% growth in corporate revenues over a three-year period.
- Developed initiatives that supported the firm's strategic growth plans while driving corporate communication that established a consistent image for the brand.
- Directed the lead generation pipeline with a 50% increase in trade show participation, a 20% increase in pursued RFQ opportunities and a 25% increase in producer participation.
- Researched, analyzed, and monitored new market opportunities which supported the expansion of two, new offices over a three-year period.
- Developed a strategic and comprehensive marketing plan with both annual and long range goals.
- Managed a marketing support staff, while working with clients, strategic partners and vendors to further the firm's growth plans.
- Developed creative solutions to insure a consistent corporate brand across all delivery methods.
- Implemented substantial corporate cost-saving processes while maintaining an exceptional level of quality.
- Managed firm-wide social media and web properties resulting in a 40% increase in prospect engagement.

Jan 2011 – Feb 2016

### TEAMSESCO

Director of Marketing & Inside Sales

#### ACHIEVEMENTS & RESPONSIBILITIES:

- Developed comprehensive marketing strategies that supported a 65%+ growth in corporate sales over a five-year period.
- Internal staff management, training, professional development and support of a nationwide sales group.
- Oversaw the effective management of all marketing, promotion, advertising and public relations.
- Oversaw the development and growth of the company's web properties including website, blog and ancillary domains. Developed multi-position, social media marketing objectives resulting in a 75% increase in prospect engagement.
- Managed and coordinated company-wide branding and public relation efforts.
- Used analyses of new and existing customer data and market conditions to develop and implement marketing strategies for future services.

## OBJECTIVES

With an entrepreneurial spirit, it is my desire to help businesses achieve the marketing and growth potential that will take them to the next level. With measurable experience in marketing, branding, team management and business development, helping formulate, implement and then exceed their goals is my core objective.

## SOFT SKILLS

CREATIVITY	RELATIONSHIPS
INNOVATIVE	COMMUNICATION
COLLABORATION	LEADERSHIP
SELF MOTIVATION	ADAPTABILITY
PROBLEM SOLVING	DECISIVENESS
INITIATIVE	FLEXIBILITY
VISION	MEDIATION
STRATEGY	DIPLOMACY
BUDGETING	METRICS
TEAM BUILDING	TROUBLESHOOTING
ANALYTICAL	MULTI-TASKING

## TECHNICAL SKILLS

ADOBE SUITE	MICROSOFT OFFICE
ANALYTICS	SEO
NETWORKING	MICROSOFT OFFICE
COPY WRITING	CRM
WORDPRESS	DESIGN
VIDEO	AUTOMATION
MAC OS	PHOTOGRAPHY
PRINTING	SEM
CAMPAIGNS	DATA ANALYSIS
SOCIAL MEDIA	MESSAGING
SCHEDULING	PLANNING

# GARY S CORNS

MARKETING, DESIGN & BUSINESS DEVELOPMENT EXECUTIVE

---

## EXPERIENCE

---

Apr 2001 – Present

### **GARY ASSOCIATES CREATIVE GROUP**

Owner/Principal

#### **ACHIEVEMENTS & RESPONSIBILITIES:**

- Develop comprehensive IMC plans that target all platforms for complete communications programs.
  - Development and implementation of comprehensive marketing strategies for clients.
  - Development and production of all client marketing, branding and collateral material.
  - Daily business activities; budgets, accounting, marketing.
- 

Apr 2009 – Jan 2011 (*interim*)

### **WESTERN ROCKINGHAM CHAMBER OF COMMERCE**

Executive Director

#### **ACHIEVEMENTS & RESPONSIBILITIES:**

- Staff selection, compensation, training, professional development and management.
  - Fiscal management of payroll and annual chamber budget of \$200,000+.
  - Development and support of new and existing chamber members.
  - Development and production of chamber marketing, branding and collateral material.
  - Establishment, maintenance and operation of standing chamber committees.
  - Execute direction of the BOD while keeping them fully informed of decisions and concerns that affected the business environment and the effectiveness of the chamber.
- 

Apr 2006 – Apr 2009

### **PIEDMONT MAGAZINE, INC.**

Owner/Publisher

#### **ACHIEVEMENTS & RESPONSIBILITIES:**

- Collaborated with regional business owners and municipalities in development of the magazine's concept.
  - Managed daily business activities including administrative budgets, accounting, marketing activities and advertising sales.
  - Developed, designed and produced magazine and advertiser's marketing material.
  - Conceptualized and developed new business opportunities.
- 

Feb 1999 – Apr 2001

### **BIZLIFE MAGAZINE, INC.**

Creative Director

#### **ACHIEVEMENTS & RESPONSIBILITIES:**

- Designed and produced three monthly magazines; *BizLife of the Triad*, *BizLife of Charlotte* and *Business Leader of Raleigh*. Designed and produced quarterly publication, *Commercial Real Estate Today*.
  - Developed, produced and managed marketing collateral related to the publishing company.
  - Vetted and managed contract vendors, suppliers, designers and photographers.
- 

Nov 1994 – Feb 1999

### **REPLACEMENTS, LTD.**

Imaging Services  
Director

#### **ACHIEVEMENTS & RESPONSIBILITIES:**

- Developed and implemented new Imaging Services Department. Included hiring, training and management of a staff of 12 designers, artist and photographers.
- Digitally captured, catalogued and inventoried over 100,000 different product types.
- Designed and developed over 2000 pages of publications containing in excess of 20,000 digital product images.

## EDUCATION

---

### **BACHELOR OF ARTS**

Virginia Polytechnic  
Institute & State  
University

Art with Core  
Studies in  
Corporate Design

### **SOCIOLOGY MINOR**

Virginia Polytechnic  
Institute & State  
University

Emphasis on Public  
Relations

## LEADERSHIP

---

March 2019 – Present

### **BOARD OF DIRECTORS**

Bethany Community School  
Foundation, Inc.

May 2014 – Present

### **BOARD OF DIRECTORS**

Bethany Community Middle School

Sep 2014 – Dec 2016

Chair - Steering Committee

Jan 2007 – Dec 2012

Chairman - Board Of Directors

2010 – 2011

### **BOARD OF DIRECTORS**

Morehead Memorial Hospital  
Foundation

2010 – 2011

### **CAMPAIGN VICE CHAIR**

Western Rockingham United Way

2009 – 2011

### **COMMITTEE MEMBER MARKETING/PR**

Rockingham County Partnership

2009 – 2011

### **COMMITTEE MEMBER/SECRETARY**

I-73/68 Connector Committee

2009 – 2010

### **COMMITTEE MEMBER/SECRETARY**

Business Coalition of Rockingham County