

## DOUG KLEIN

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BUSINESS INNOVATION ~ MARKETING OPERATIONS ~ BRAND STRATEGIST ~ THOUGHT LEADER

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Team leader and individual expert with broad-ranging execution for 50+ leading B2C, B2B and non-profit brands in business strategy, branding, marketing operations, and integrated online/offline/customer service campaigns. Speaker, teacher and mentor to marketing executives. ROI-focused strategic planner for customer engagement, demand generation, lead-to-revenue management and customer retention. Passionate and visionary marketer and sales closer.

### SELECTED KEY RESULTS

- ~ Regularly create integrated multichannel branding, marketing and customer service programs, with attribution
- ~ Built multiple Paid, Owned and Earned Media, Account Strategy, and Analytics and Optimization departments
- ~ Ideated global HP Invent Conference direction using augmented reality mobile experience for HP Innovation Group
- ~ Positioned Rosetta as top Customer Engagement Agency in Forrester Wave as a new agency category
- ~ Helped garner San Luis Obispo "Happiest City in North America" recognition with National Geographic
- ~ Created record campaigns for Levi's, Qualcomm, Kyocera, Quiksilver, Viewsonic, Princess Cruises and Autodesk
- ~ Designed 5 global websites for Memorex, including strategy, marketing and artificially intelligent support features
- ~ Chief consultant for GoTo, Overture and Yahoo to define SEM post-click tracking, attribution and optimization

### PROFESSIONAL EXPERIENCE

#### MATCHFIRE ~ MANAGING DIRECTOR

2015 to Present ~ San Luis Obispo, California

Run all sales, brand marketing and team leadership for San Luis Obispo team focused on Branding, Marketing, Lead Generation, Customer Engagement, Marketing Automation, POEM, Analytics and Media Management for top clients and challenger brands. Additionally sit on the board of multiple start-ups in the Silicon Valley. Speak and mentor at San Luis Obispo's Center for Innovation and Entrepreneurship. Advise faculty, create curriculum, and teach Marketing and Product Development for undergrad and MBA programs at California Polytechnic State University at San Luis Obispo.

#### FOUNDER ~ AGENCY LEAD (CEO), FINDERS KEEPERS AGENCY (CSO)

2013 to 2015 ~ Arroyo Grande, California

Built agencies from the ground floor to hand over to investors; ran all sales, operations, outbound marketing, recruiting, P&L, strategy, web development, content marketing, customer service strategy and team management. Created brand and identity systems for hospitality (Downtown Las Vegas), non-profit (local veterans), customer service analytics (Intelemedia), fashion (Butterfly Rock) and telecommunications (Sprint) clients including social marketing programs and results-based web properties with associated demand generation, thought leadership and lead generation.

#### ROSETTA, A PUBLICIS COMPANY ~ ASSOCIATE PARTNER, VP OF MARKETING

2005 to 2013 ~ San Luis Obispo, California

Extensive sales, brand development, marketing innovation and management for the agency and its clients. Past positions included Senior Relationship Manager (account direction) and Senior Director of Strategy. Employee of the Year recipient. Started marketing automation, salesforce enablement, social media and CRM programs. Worked with top executives on positioning, sales (closer), agency marketing, M&A and revenue analysis/projection. Owned Strategy P&L.

CENTRIC ~ INTERACTIVE DIRECTOR (part owner)  
1999 to 2005 ~ Valencia, California

Business development, strategy, web development and client management for integrated marketing. Comprehensive research, positioning and executive presentation. Produced results-focused marketing plans, content strategies and branding initiatives with select technology partners. Agency owner, member of executive management team driving agency vision. Public speaker/educator at UCLA for integrated marketing and search engine optimization.

MEDICAL DATA ELECTRONICS ~ MARKETING COMMUNICATIONS MANAGER  
1995 to 1999 ~ Arleta, California

Managed marketing team, clinical sales team, sales support, international sales support, compliance and technical publications to produce maintenance manuals, website design and content, interactive sales presentations, domestic and international sales literature, advertisements and trade show graphics. Taught sales presentation skills, developed and managed budgets and marketing plans. Researched and ran all online marketing activities.

WALT DISNEY IMAGINEERING ~ INTERACTIVE MEDIA DEVELOPER / TECHNICAL WRITER  
1990 to 1995 ~ Glendale, California

Managed team of writers, illustrators and photographers to produce maintenance manuals for Walt Disney attractions. Developed innovative technologies to automate production of parts lists, convert photographs to engineering drawings and display interactive manuals on CD-ROM with live connections via the (then new) internet to parts vendors using SQL, FrameMaker and Microsoft macro technologies.

QUALITY SYSTEMS, INC ~ MARKETING AND TECHNICAL WRITER  
1989 to 1990 ~ Tustin, California

Reviewed software design and wrote operations and service manuals. Organized national sales meetings and produced marketing literature and presentations. Developed on-line remote training and innovative "paperless" electronic insurance claim submission programs.

## SKILLS

Marketing Automation-CRM-SFA integration and operation. SEO, PPC, Display, Email, Social Media, CRM, CSR and Analytics expert. Expert user of MS Word, Excel, PowerPoint, Google Analytics, Google AdWords, Bing Ads, Marketo, WordPress and Adobe Photoshop. Code in HTML, PHP and manage multiple WordPress blogs. Educator, speaker, higher education faculty and curriculum advisor, start-up CMO/mentor and published writer.

## EDUCATION

CALIFORNIA STATE UNIVERSITY AT FULLERTON, CALIFORNIA  
Bachelor of Arts in English, 6/87 ~ Professional Clear Secondary Teaching Credential, 1/89

Taught Cal State Fullerton graduate students at the Writing Assistance Center, studied Aerospace Engineering with Music Minor until senior year at California Polytechnic State University at San Luis Obispo, California.

## REFERENCES

Available upon request for character, work ethic, client results, management and subject matter expertise.