

RICHARD H. THEISS

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MARKETING EXECUTIVE / MARKETING COMMUNICATIONS

Dedicated professional with vast experience and expertise in developing, launching, and leading numerous marketing initiatives, including all aspects of advertising, promotions, communications, and e-commerce. Formulate and establish ground-breaking strategies, combining high level of creativity and advanced technical ability with skilled management and organizational techniques to expand operations, maximize productivity, and increase profits. Establish new companies, cultivate new business, and enhance existing processes. Build loyal relationships and lead powerful teams.

Creative/Innovative Design • Branding • Project Design/Management • Strategic Planning
Leadership • Integrated Marketing • E-commerce • Print & Broadcast Media
Campaign/Channel Development • Sales Strategies & Collateral • Customer Relationships
Public Relations • Online Marketing • Website Development • Direct Response

PROFESSIONAL ACCOMPLISHMENTS & EXPERIENCE

- Skyrocketed awareness of electronics company and brand for ultimate \$40M M&A, formulating tactical marketing strategies and structuring compelling websites.
- Created direct marketing strategies and concepts to promote brand and generate revenue for several major financial service organizations, producing 4-fold response increase and establishing benchmark control piece.
- Delivered sales collateral for 900+ sales force that generated \$800M in monthly sales.
- Produced promotional online videos, utilizing Web 2.0 viral strategies and increasing user response by as much as 25% for companies including marine adventure sports and non-profits.
- Spearheaded several innovative online projects, including micro-sites and landing pages for brokers and account executives, and web-based training for new hires and services.
- Directed extensive, annual PR and trade show strategies including content, scheduling and P&L.
- Contributed to strategic development of \$43M start-up marketing company, initiating implementation plan, and delivering integrated promotional and cross-selling programs.
- Delivered video and broadcast media covering marine conservation and environmental issues for major national aquarium, marine research organization, and the National Geographic.
- Generated 650% increase in agency client base, collaborating on over 500 commercials for global corporations; clients included Disneyland, Nissan, Wesson Oil, Pepsi, and McDonalds, among many others.
- Original member and trainer for nationally recognized aquarium's Service Excellence Program, a successful company-wide customer service motivational program.
- Speaker/lecturer on marine conservation and recipient of 2002 Outstanding Achievement Award for work with the aquarium's Speakers' Bureau training program.

RTSea, Irvine, CA (2007 - Present) www.rtsea.com

Marketing Consultant/Media Producer

By "*Making the Message Matter*"[®], pioneered successful firm conducting in-depth consultation, and administering advice, strategies, and project management for marketing endeavors.

RESMAE MORTGAGE CORPORATION, Brea, CA (2003 - 2007)

Vice President of Marketing

Directed operations and activities of sales support department for 14th largest wholesale mortgage company in the nation, with \$8B in annual loan volume.

U.S. TRAFFIC CORPORATION, Santa Fe Springs, CA (1999 - 2003)

Director of Marketing

Managed all marketing activities including collateral, print advertising, website, and e-commerce for global manufacturer of traffic control devices.

DOWNEY SAVINGS & LOAN, Newport Beach, CA (1999)

Vice President and Director of Marketing

Led all marketing activities for leading western regional financial institution with \$6B in assets.

RTVID PRODUCTION SERVICES, Arcadia, CA (1984 - 1997)

Founder/Principal

Established successful production service firm for television commercial/motion picture industries, working with major production companies, advertising agencies and clients.

ADDITIONAL ACTIVITIES

RTSEA PRODUCTIONS, Irvine, CA (2006 - Present) www.rtsea.com

Principal/Cinematographer

Produce dramatic nature documentaries/images for stock footage, National Geographic, DVD sales.

AQUARIUM OF THE PACIFIC, Long Beach, CA (1999 – Present)

Volunteer/Dive Team Leader

Provide recognized support to aquarium's dive program, marketing, and education departments.

EDUCATION / ASSOCIATIONS

Bachelor of Science in Business Administration with a Minor in Marketing

University of Phoenix, Fountain Valley, California

American Marketing Association – Member

Orange County Chapter, CA

International Association of Business Communicators – Member

Orange County Chapter, CA

Media Communications Association International – Member

Orange County Chapter, CA

South Orange County PR Group – Member

Orange County, CA

The Explorers Club – Member

New York, NY

COMPUTER SKILLS

PC and MAC Platforms • Microsoft Office • Adobe Acrobat • Adobe Photoshop
Adobe PageMaker • Adobe Illustrator • Quark • Final Cut Pro Creative Suite