

SAM ROMERO

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SENIOR MARKETING EXECUTIVE

Strategy-driven technology marketing executive. Experienced in Fortune 100 and startup companies. Proven ability to develop and sustain global brands and create supporting positions and messages. Expert at lead generation. Award-winning, hands-on copywriter. Successful at establishing credibility with industry analysts. Adept at recruiting, managing and developing talented teams.

PROFESSIONAL EXPERIENCE

VIAMETRIC, INC., Austin, TX • Oct 2009-PRESENT

CMO AND EXECUTIVE CREATIVE DIRECTOR

Operationalize and continuously refine the company's primary service, proprietary demand generation programs for high-tech clients.

- Pitch services to prospective clients and manage relationship post-sale.
- Establish corporate marketing strategy and create associated tactical execution plan.
- Develop processes and policies for internal creative services team of writers, graphic designers and interactive programmers.
- Recruit, train and manage creative resources, engaging freelance resources as needed.
- Create strategic plans and tactical messages in support of demand generation programs on behalf of clients.

JONNYCO LLC, Austin, TX • Jan 2007-PRESENT

PRINCIPAL AND FOUNDER

Provide strategic and tactical marketing consulting, including creation of marketing plans, schedules, and associated budget requirements. Provide creative services, copywriting, and social media strategies and tactics. Markets served include software, social media technologies, and higher education.

MICROSOFT / WINTERNALS, Austin, TX • Dec 2001-DEC 2006

VP OF MARKETING

Developed product positioning and messaging for four product lines including three enterprise solution suites for desktop security, availability and recovery. Managed \$2.1M marketing budget. Earned favorable industry analyst coverage for new product lines. Guided company through self-funded (no outside investments) continuously profitable growth from a sales run rate of ~\$6 million to ~\$18 million at acquisition. Helped lead company through acquisition process and served as member of executive transition team post-acquisition. Headed marketing division with three teams totaling 13 members.

- Served as Corporate Creative Director and Chief Copywriter.
- Created annual strategic marketing plans and budgets with tactical execution plans.
- Maintained target rate of 1,000 qualified sales leads per month via online marketing.
- Recruited and staffed channel marketing team focused on international channel partners.
- Developed integrated online/print direct marketing campaigns with response rates up to 96%.
- Developed campaign to meet EOY/EOQ target sales of 6x normal monthly rate in Q4-05.
- Created and executed online marketing programs including email marketing, newsletter sponsorships, e-book development, and strategic marketing blog communications.
- Created database of competitive research with corporate and product messaging and positioning.
- Established search engine optimization and search engine marketing metrics and set and met associated targets.

ENRON ENERGY SERVICES, Houston, TX ▪ July, 2001–Dec, 2001

PRODUCT MARKETING STRATEGIST

Developed strategic messaging and tactical communications for seven product lines across five concurrent state-by-state programs.

- Established go-to-market messaging and positioning of various energy and financial products and services.
- Developed core methodologies for implementing market segmentation across key verticals.
- Directed internal creative team in development of direct marketing and advertising materials and sales collateral.

M2K ADVERTISING, Austin, TX ▪ 2000–April, 2001

CREATIVE DIRECTOR, INTERACTIVE DIRECTOR

Responsible for one billion trackable impressions (banners, interstitials, inline text, etc.) to consumer market in a single quarter as part of American Airlines/AOL Advantage joint go-to-market strategy. Pitched and won business totaling \$6m. Directly recruited, trained, and managed creative/interactive team of 14 art directors, designers, copywriters, and web programmers.

- Developed concepts and wrote copy for print and online ad campaigns, direct marketing campaigns, marketing collateral, sales support materials, corporate identity materials, web sites and multimedia CD-ROM projects.
- Advertising (print ads, outdoor, Web banner ads) clients included America Online/American Airlines, Dell Computer Corporation, Hoover's Online, and ObjectSpace.
- Direct marketing (direct mail, dimensional mailers, email and e-zine) clients included i2 and TradeMatrix.
- Interactive media (Web sites, CDs, Flash) copywriting clients included Sabre, Johnson Controls, Primary Knowledge, and PointServe.
- Identity and collateral (taglines, positioning statements, corporate brochures, sales collateral) clients included NewsStand and WindWire.

OAK SANDERSON, Austin, TX ▪ 1999–2000

DIRECTOR, CREATIVE SERVICES

Co-wrote business plan, set short- and long-term company goals, and developed strategies to achieve them. Worked with agency principal to acquire and grow new business. Supervised team of 5 full-time and freelance designers and programmers.

BAZZIRK INC., Austin, TX ▪ 1995-1999

INTERACTIVE CREATIVE DIRECTOR

Established and developed interactive marketing group. Held primary responsibility for pitching and winning new Interactive accounts totaling in excess of \$8M. Recruited and directly supervised a team of six designers and interactive programmers.

DELL COMPUTER CORPORATION, Austin, TX ▪ 1990-1995

MARKETING COPYWRITER

Developed concepts and wrote copy for direct marketing campaigns, print advertising campaigns, marketing collateral, corporate identity materials, and sales support materials. Established and maintained corporate communications style guide.

EDUCATION

University of Texas ▪ Austin, TX
BA in French Language, 1990
MA candidate in Linguistics, 2010