

Andy Havens

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Overview

Diverse experience in both senior marketing management and line-level roles allows me to match strategic business goals with the appropriate creative, process and leadership activities. My deep involvement in both the creative and analytical sides of marketing helps me to apply tools from each discipline more effectively, bringing them together for the greatest possible impact.

Experience

OCLC Online Computer Library Center **Manager of Creative Services**

Dublin, OH
April 2005 – Present

- Responsible for the creative development and roll-out of a wide range of marketing materials for a worldwide cooperative of more than 40,000 libraries in 96 countries, including Web design, interactive, event materials, print advertising, direct mail, merchandising, sales support, print-on-demand and print collateral.
- Management of a staff of project managers, writers, art directors, translators and Web designers.
- Brand development and maintenance, including strategic development of brand materials, guidelines, and templates.
- Copywriting, brainstorming and personal design involvement on high-level projects.

Vorys, Sater, Seymour and Pease LLP

Columbus, OH

Director of Business Development

August 2001 – March 2004

- Chief-Marketing-Officer with responsibility for all aspects of marketing and sales support for a 360+ attorney law practice across six offices in Ohio, Washington, DC and Virginia.
- Improved overall marketing quality and effectiveness by bringing standard, well-recognized marketing practices from other industries into the law firm setting.
- Created and implemented all marketing strategies; managed all hiring and staff issues; managed outside advertising and PR agencies; created and monitored firmwide budget; planned and executed media, advertising, merchandising and collateral strategies; managed seminar and event planning; created and implemented Internet programs.
- Introduced Total Quality Management processes for marketing and development projects.
- Researched and created knowledge management system/function to centralize the acquisition, access and reliability of referral, attorney, practice and involvement information.
- Researched, developed and initiated business development training program for associates.

Verizon Wireless (*formerly AirTouch Cellular, formerly Cellular One*)

Dublin, OH

Marketing Communications Manager

April 2000 – August 2001

- Managed staff, planning, budget and execution for a \$29 million marketing communications budget including TV, radio, print, merchandising and direct marketing.
- Developed/implemented business cases and project plans for improvements to baseline media strategy; examples include direct response TV, group advertising for agents and suburban print tactics.
- Managed vendor/agency relations and selection for advertising, media, agent coop, print and direct mail.

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Advertising Manager for Merchandising & Internet

February 1998 – April 2000

- Managed staff, planning, agencies and execution for a \$4 million merchandising, collateral, Internet marketing and customer communications budget for AirTouch Eastern Region (Ohio, Michigan and Georgia).
- Regional coordinator for initial set-up of Internet advertising and fulfillment functions.
- Coordinated Internet advertising purchases, online/email campaigns and regional site content.
- Responsible for planning and roll-out of seasonal, promotional and brand merchandising.

Publications Manager

October 1994 – February 1998

- Managed a \$1.5 million budget for a library of 80+ pieces of printed collateral for 1,000+ locations.
- Responsible for planning and managing all aspects of a \$2 million customer communications budget.
- Responsible for loyalty program communications strategy and design.
- Managed, designed and produced direct mail, bill inserts/messages, on-holds, POP displays, and brochures for a 3 million+ customer base. Bought print and art, coordinated data requirements with all relevant departments.

Technical Writer

May 1992 – October 1994

- Designed company-wide format and maintenance system for documentation library. Wrote, published and maintained operational, reference, sales and training documents.
- Saved \$200,000/year by creating internal document management system.
- Created automated letter-writing system, reducing administrative time requirement for customer letter generation from 5+ minutes to less than one minute.

Independent Consultant

Boston, MA and Columbus, OH

Marketing and Information Technologies

July 1988 - Present

- Founded “Sanestorm Marketing Consultants” in April of 2004 to provide professional services marketing consulting to law, accounting, engineering and CPA firms. Wrote and published articles in various print and online marketing journals to promote consultancy. Developed and taught seminars related to industry-specific marketing issues.
- Provided marketing and design consultation to a wide variety of Central Ohio companies, such as AEP, Victoria’s Secret, eGovNet, Humanex, NUBIX, Principessa, Zsigo Wireless Consultants and Acapella Media.
- Maintained all aspects of the New England Deaconess Hospital’s Nutrition and Metabolism Laboratory’s local area network From 7/88 - 8/91. Provided training, support and documentation.
- Taught “Marketing Theory” and “History of Advertising” as an Adjunct Professor of Marketing at the Columbus College of Art and Design (CCAD) from January 2003 through the present.

Education, Awards and Skills

Cornell University. Bachelor of Arts, June 1988

College of Arts & Sciences, major in Writing and English Literature

- Experienced in: high-level strategic planning based on organizational goals; development of marketing and advertising campaigns; brand systems; the creation, use and training of Total Quality management tools; determining key metrics for the establishment of Balanced Scorecard criteria; the design and use of Knowledge Management systems.
- Winner of Cellular One “Customer Service Excellence Award,” 1995; AirTouch “Marketing Achievement Award,” 1995, 1997, 1998, 1999, 2000; AirTouch Team Excellence and Quality Performance Review Awards, 1998 and 1999.
- Expert with many leading marketing software products, including Quark Xpress, Photoshop, Illustrator, InDesign, Acrobat Suite, MS Word, Excel and Powerpoint.