

CONNIE DORMAN GREENLEE

EXECUTIVE PROFILE

Seasoned leader with strong global brand management, retail marketing, studio and production management background. Proven management skills including multi-country project management and coordination. Demonstrated history of ensuring highest quality in consistency of brand in execution of creative concepts on time and on budget.

SKILL HIGHLIGHTS

- International workflow planning
- Resource management
- Staff development
- Creative collaboration
- Project management
- Budget planning
- Internal communication
- Vendor partnerships

PROFESSIONAL EXPERIENCE

- 11/2014 to current** **Sr. Marketing Operations Director**
Old Navy/Gap, Inc. - San Francisco, CA
- Manage print production, production design, project management and digital asset management, consisting of staff of 33.
 - Initiated and launched new project management process and software.
 - Facilitate omni-channel integration through tools and processes.
 - Leverage production tools and processes across brands to drive efficiency.
 - Oversee \$30 million budget.
- 4/2012 to 10/2014** **Marketing & PR Director / Executive Team**
The Alaska Club - Anchorage, AK
- Responsible for lead and traffic generation for network of 18 health clubs.
 - Manage strategy, creative and production for all media, in-club merchandising and promotions, event marketing, social media and public relations.
 - Manage staff of five designers and project managers, and agency relationship.
 - Initiated and launched new project management process and software.
- 5/2009 to 10/2011** **Account Supervisor/Owner**
Nerland Agency Worldwide Partners (now Spawn Ideas) - Anchorage, AK
- Developed and executed marketing plans including advertising, out-of-home, in-store, event and social media for various clients including McDonald's, Northrim Bank, Crowley Maritime Corporation, and University of Alaska.
 - Achieved client goals while managing agency resources and profitability.
- 5/2006 to 5/2009** **Marketing Director**
Alaska Communication Systems (now Alaska Communications) - Anchorage, AK
- Managed product development and marketing departments, consisting of staff of 15.
 - Responsible for building the brand, inception of and ongoing improvement of all wireline and wireless products, stimulating demand, conceiving and producing marketing campaigns and collateral, tracking effectiveness, maintaining budgets, and creating processes.
 - Brought creative and production functions in-house to increase cost effectiveness, quality and timeliness.

- 10/2003 to 2/2005** **Creative Services Director**
TBWA\Chiat\Day - San Francisco, CA
- Managed agency's Creative Services department including art buying, studio, print production, and project management, consisting of staff of seven plus freelancers and interns, and was responsible for department profitability.
 - Primary responsibility was managing global deliverables and brand consistency for adidas out-of-home advertising.
- 11/2001 to 6/2003** **Production Director, Graphic Design**
Apple Computers, Inc. - Cupertino, CA
- Managed studio and print production, digital asset management, and art buying departments consisting of a staff of 19.
 - Responsible for producing marketing materials for store, channel, events, launch, and packaging and for global brand consistency for Apple packaging and collateral.
 - Managed annual budget of \$10 million.
 - Created and launched project management system.
- 2/1989 to 11/2001** **Senior Production Director, Gap Marketing**
Gap, Inc. - San Francisco, CA
- Managed print production department responsible for all marketing materials globally, which included in-store, print, out of home, public relations, field marketing, and relationship marketing for Gap, GapKids, babyGap, and Gap Body, consisting of a staff of ten.
 - Managed \$50 million budget.
- Studio & Print Production Director, Banana Republic Marketing**
- Managed studio and print production departments responsible for all marketing materials, which included in-store, packaging, print, out of home, public relations, field marketing, and relationship marketing for Banana Republic, consisting of a staff of 12.
 - Managed \$18 million budget.
- Account Director, Gap Marketing**
- Managed account management of marketing materials globally for all Gap, GapKids, babyGap stores, consisting of a staff of ten.
- Production Director, Gap Marketing**
- Managed print production of all international marketing materials for Canada, Europe, and Japan, which includes in- store, print, out of home, public relations, field marketing, and relationship marketing for Gap, GapKids, and babyGap.

EDUCATION

9/1984- 12/1988

BS, Business Administration
Oregon State University - Corvallis, OR
 Marketing major, Graphic Design minor

New South Wales Institute of Technology (now University of Technology Sydney) -
 Sydney, Australia
 Exchange student