



My Logo Design on a NASCAR
Winners Circle Champagne Bottle

Daniel Crawford

Personal Info

Current Address:

63 Kennedy Dr
Oswego, NY 13126

Cell Phone:

(315) 313-3977

Email:

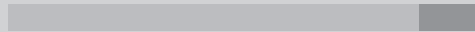
dan@daniel-crawford.com

Online Resume:

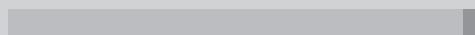
www.daniel-crawford.com

Skills

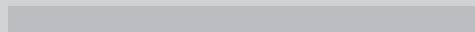
Adobe CC



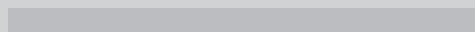
Negotiations



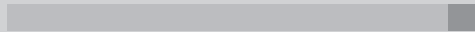
Leadership



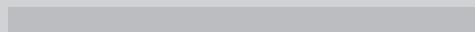
P & L Analysis/Balancing



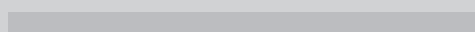
Event Planning



Budget Planning



Media Purchasing



Accomplished professional with broad leadership, retail marketing, strategic planning, interactive marketing, creative development, media planning & buying, direct marketing, marketing analytics, budget planning, business partner development, strategic contract negotiation, visual merchandising, sales promotions, and public relation skills. Utilizing my skill set to provide creative, innovative, enthusiastic and forward thinking leadership.

Experience:

2010 - Present

Marketing Manager/Director

The Great Outdoors RV Superstores

- Oversee all development and implementation of annual marketing which resulted in consistent sales growth.
- Led the highly successful media planning and creative.
- Organize / coordinate all website planning, design and development.
- Use leadership skills to delegate, plan and analyse many aspects of the dealership.

2008 - 2010

Sr. Creative Designer

inCommand Technologies

- Led the highly successful client creative development and implementation.
- Oversaw all aspects of client website design development and implementation.

2004 - 2008

Advertising & Marketing Manager

The Corning Building Company

- Oversaw all development and implementation of annual marketing which resulted in consistent sales growth.
- Led the highly successful media planning and creative.
- Organized / coordinated all website planning, design and development.

References:

Mike Eckert

(607) 857-5493

Mike Buskey

(315) 532-7840

Debbie Dupuy

(607) 207-8888

Ed Carmer

(607) 591-3836