

JAMIE M. REDCAY

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PROFILE

Accomplished, results-driven professional with broad range of experience and expertise spanning 20 years in management and leadership. With a successful track record in team building, project management, sales, customer service and achieving the goals of upper management. Innate ability to relate to people from diverse backgrounds while delivering process improvements and solutions for clients and internal organization that deliver strong and sustainable profits. Known for building collaborative relationships with vendors, suppliers, patrons, and team members. A strong work ethic, able to effectively multi-task, work independently or with a team, in a fast-paced, high-pressure environment

CORE QUALIFICATIONS

Strategic & Tactical Planning / Account Acquisition & Development / Campaign Management
Results Tracking / Broker & Vendor Relationships / Staff Coordination / Task Prioritization
Sales Presentations / Human Resources / Production Evaluation / Scheduling and Workflow Adjustment
Creative Problem Solving / Quality Standards / Cost Estimation & Budget Management

EXPERTISE

Word / Excel / Outlook / PowerPoint / Photoshop / InDesign / Acrobat
SalesForce / Basecamp / Wordpress / Filemaker / ALS / Xpance / Brainworks

EDUCATION

LMA Certificate Program
Performance Management

AMA Certificate Program
Leadership Development

Media News Group
Corporate Leadership Development Training

Bradley Academy Of The Visual Arts
Degree in Visual Communication

Lancaster County Career & Technology Center
1992 Graduate of the Visual Communication Program

EXPERIENCE

2013 - Present

RedX Web Design

Developer/Project Manager (part-time)

~ At RedX I work directly with the customers. Taking their ideas and concepts along with their site maps and turning them into fully functioning web sites. From concept, to design approval, to content fulfillment, my position is tasked with bringing the clients web site ideas to life. And after the launch of a customers site, I come along side them to consult them on how to continue feeding and developing their living, breathing web presence.

- Developed a site strategy, including a site map and content fulfillment.
- Research and implement the best possible technology to help the customers web site function as quoted.
- Continued customer consultation, education and service.

2012 - Present

Lanco Tactical, LLC

Marketing/Sales Manager (part-time)

~ As the current Marketing Manager I have direct interaction via retail customers. I'm also responsible for developing and promoting the business. My responsibilities include developing a strong store brand, developing a specific customer centric service philosophy for the business and sales staff to follow, a strong social media following, a web site and SEO presents. The business has grown from a basement shop to a \$1 million per year retail sales operation in less than 3 years.

- Direct over the counter and wholesale customer sales & service
- Established customer centric sales philosophy
- Conceptualized highly effective consumer advertising campaigns
- Developed a marketing strategy, including a web site, social media & broadcast and talk radio

2004 - Present

Engle Printing & Publishing Co.

Advertising Services Manager

~ I'm currently the Production Department Manager for a multi-million dollar company who specializes in commercial printing and publishing of numerous community publications. The broad scope of my responsibility includes waste reduction, personnel hiring, training & development, scheduling, process improvements, department policies and business development strategies. As ASM I'm also called on to be a liaison to the sales staff to provide special services, and help to close difficult/special customers.

- Set department budgeting goals
- Liaise with sales to service customers
- Hired, trained and developed numerous personnel
- Liaise with outside firms and vendors as necessary
- Assign staff to various tasks, jobs & campaigns
- Brainstorm & develop customer campaigns based on needs assessments & client objectives
- Charged with managing department salaries and performance management
- Identify waste and process improvements
- Provided specialized customer service for difficult customers & helped to close customers with special service needs.

1994 - 2004

York Newspaper Company

Production Services Manager

~ I was the Senior Manager in-charge of developing a consultative sales team model for a large daily newspaper. I directed the reduction of an outdated production department, while also researched, brainstormed and developed a new Creative Advertising Sales Team concept. I working closely with the VP of Sales to integrate the sales and creative staff, creating the CAS teams. Additionally developing a performance compensation model for the collective team

- Developed a customer centric, consultative approach to sales
- Developed lean production processes to reduce workforce overhead by 50%
- Recruited, hired and trained 24 Consultative Specialists
- Service a customer base of over 3000 customers in all different types of business
- Identify and produced needs analysis for potential customers.
- Presented and closed sales on larger budget customers.
- Brainstorm & develop customer campaigns.
- Set budgeting goals.

REFERENCES

Tim Proffitt

Specialized Sales

Utility/Keystone Trailer Sales, Inc.

717-723-1589

Troy Beard

Sales Manager

Summers Trucking

717-940-0517

Dwayne Stauffer

Safety Manager

Haller Enterprises, Inc.

717-278-0710

Nate Lamb

Owner/President

Lanco Tactical, LLC

717-278-1331

Lori George

Customer Service Supervisor

Armstrong World Industries

717-396-3258