

**JOHN C. HUGHES**  
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### **MARKETING DIRECTOR/CONSULTANT: Retail, E-Commerce**

Seasoned Marketing Specialist and Director with 10+ years of experience fueling revenues and market visibility by spearheading online and offline marketing/relationship building efforts in music, film, home entertainment and digital media platforms.

- Impact the visibility, profitability, and performance of entertainment products through expert orchestration of strategic marketing and partnership development efforts targeting diverse audiences.
- Equipped with a strong portfolio of successes contributing to the profitability and success of e-commerce and brick-and-mortar retailers.
- Build top performing teams and provide staff with the leadership, resources, and motivation to achieve goals.
- Implement advanced analytical and problem-solving skills to identify and effectively address business, operational, and relationship/partnership issues.

Strategic Marketing • Search Engine Marketing & Optimization (SEM/SEO) • Creative Direction/Management • Negotiations  
Offline/Online Marketing • Affiliate Marketing & Outreach • Consumer/Trade Marketing Strategies • Copywriting • Digital, TV,  
Print Marketing • Research • Budgeting/P&L Ownership • Advertising • Consumer Marketing Campaigns • Direct Marketing

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### **PROFESSIONAL EXPERIENCE**

**Marketing Director, *SecondSpin.com* & *Wherehouse.com* • 2002-Present**  
**Copy Manager, *Petco* & *Petco.com* • 2000-2002**  
**Creative Dept. Coordinator, *Wyse Advertising* • 1998-2000**

*Marketing Director – Trans World Entertainment (2002-Present):*

#### **SECONDSPIN.COM & WHEREHOUSE.COM, Carson, CA**

Chosen to direct offline & online marketing efforts for two music/movies/games e-commerce sites.

- Wrote and provided creative and strategic direction for all banner ads, e-mail blasts, website verbiage, microsites, and newsletters.
- Maintained first-page rankings (natural and sponsored) for relevant keywords on search engines including Google, Yahoo, AOL, MSN and LookSmart while optimizing copy to maximize conversions and ROI.
- Created and grew affiliate marketing base via LinkShare while cultivating partnerships with higher-performing affiliates.
- Provided offline marketing support for brick & mortar site partners, including print, radio, TV, direct mail/FSI and signage.
- Managed creative department of seven web & print graphic designers, copywriters and SEM specialists, guiding work from conception to final proof.
- Expanded marketing efforts, sales and site exposure through establishment and cultivation of new partnerships (Amazon Marketplace, eBay, PriceGrabber, ShopZilla, Shopping.com).
- Utilized word-of-mouth and guerilla marketing techniques, emphasizing exposure on blogs and message board forums to spread marketing message and enhance SEO.
- Acted as media planner/buyer, placing all print, radio, TV and web banner ads while negotiating lowest rates and analyzing results for ROI optimization.

*Copy Manager (2000-2002):*

#### **PETCO & PETCO.COM, San Diego, CA**

Primary custodian of brand voice for brick & mortar and online marketing operations encompassing advertising, research, and promotional efforts. Managed two copywriters as well as agencies/vendors charged with development and implementation of TV, print, and online marketing. Acted as interim Creative Director for seven month period.

- Managed the strategic thought, conceptualization, voice and branding image by writing and proofing all copy featured in award-winning advertising materials, including monthly FSIs, packaging, direct mail, in-store signage, e-mail promotions and newsletters.
- Major contributor in the redesign, creative direction and re-launch of Petco.com, the leading online pet supply website, integrating assets purchased from Petopia.com.
- Acted as liaison to advertising agency, approving and supervising all TV and radio scripts and all aspects of production from conception to final edit.
- Final word on all copy and proofreading issues for all marketing materials.

*Creative Department Coordinator (1998-2000):*

**WYSE ADVERTISING, Cleveland, OH**

Managed workflow for 17-person creative department, ensuring creative objectives and deadlines were met.

- Coordinated the internal schedules of all creative work throughout the agency. Oversaw and guided each job through the creative development process, constantly mapping back to the Creative Director.
- Forged key partnerships with Creative Director, copywriters and art directors.
- Worked on various B2C and B2B accounts such as Applebee's, Sherwin-Williams, Sterling Trucks and Timken.

**Career Note:** Additional positions include News Reporter at WEOL/WNWW AM-FM (1995-1998) and Public Affairs Specialist/Broadcast Journalist for the U.S. Army (1988-1992). Details on request.

**EDUCATION**

**Bachelor of Arts in Communications/Advertising**, Cleveland State University, Cleveland, Ohio

**RELATED SKILLS**

Google AdWords • Yahoo Marketing Solutions • Microsoft adCenter • DoubleClick and Advertising.com platforms  
LinkShare Affiliate Platform • Google Analytics • WebTrends • Adobe Creative Suite (Photoshop, Illustrator, GoLive)  
HTML • FTP • Excel • Microsoft Word • PowerPoint