

# Harold Lewis Maurer

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## Strategic and Tactical Marketing Professional

### 15 Years Experience Developing Brand, Positioning, and Strategic Communication Plans – Profit and NFP

- Increased overall membership recruitment results for Society for Human Resource Management 9% in 2005 through direct mail
- Re-branding crisis campaign - *See The Difference* - positioned Southern California Edison for customer satisfaction and revenue recovery during 2001-2003 power crisis—led planning and production of over 40 DM, 700-page website, and 60 interactive elements
- Integrated communications plans for SEI (McDonald's help desk and custom IT services), Newark Electronics (Federal Government marketing), Crowe Chizek (custom financial services software), Checks in the Mail, Morton's of Chicago, VISA Debit Cards, American Greetings—plans include target audience, financial targets, data analytics & metrics
- Repositioned Rubbermaid Commercial Products from product-driven to promotion-driven culture; marketing plans for 7 years

### Over 200 Product Introductions & Strategic Communications Support

- Association Marketing: American Association of Cosmetic Surgeons, Institute for Supply Management, and SHRM (2005 – 2006);
- IT Product Introductions: OAG electronic travel arranging, SEI (McDonald's) customized IT services, IBM training, VISA On Line for debit cards (2002 – 2004)
- Durable & Consumer Products: Saf-T Cut Blade, Homespun (Arrow) Sewing Cabinets, Rubbermaid Office Products (50+), Rubbermaid Recycling Products, VisionAire Corporate Jet (1992 – 2004)
- Services: IBM training, VISA Debit Card, Bell Canada Consulting, Southern California Edison Energy Savings Programs, OES hazardous medical waste management, Boise Cascade customer services, McDonald's training (1994 – 2004)

### 15 Years Tactical Communications Implementation

- Electronic collateral & websites: Southern California Edison, Mc Donald's, Broadcast Travel Incentives, Arrow Cabinets, ACCE
- Direct Marketing: SHRM, AACs, ISM, Newsweek, Boise Cascade telemarketing, Corporate Express sales support and Integrated Account Management (salesforce.com), Southern California Edison, Morton's of Chicago, VISA, OAG, Rubbermaid
- Promotions: Southern California Edison, Morton's of Chicago, McDonald's, First Union/Wachovia, Rubbermaid

## Professional Experience

<b>Account Director, Marketing General, Inc. Alexandria VA</b> Clients: Society for Human Resource Management, AACs, ISM, and Newsweek	<b>2005-Present</b>
<b>Marketing Consultant, Alexandria VA</b> Clients: EPA, Health & Human Services, ACCE, Broadcast Travel Incentives	<b>2004 - 2005</b>
<b>Vice President, Apexx Group, LLC, Milwaukee WI</b> Sales, Marketing, and Communications Consulting Firm	<b>2002 to 2003</b>
<b>Integrated Marketing Account Director, Frankel &amp; Company, Chicago IL</b> Relationship Marketing & Promotions Firm, Unit of Publicis International	<b>2000 to 2002</b>
<b>Vice President, Business Development, InHouse Inc., Minneapolis MN</b> Full Service Relationship Marketing and Communications Agency	<b>1999 to 2000</b>
<b>Director, Customer Communications, Hunter Business Group, Milwaukee WI</b> Strategic, Integrated, 1-to-1 and Relationship Marketing Consulting Firm	<b>1997 to 1999</b>
<b>Principal, Harold L. Maurer, Marketing Consultant, Greensboro NC/Minneapolis MN</b> Strategic and Tactical Marketing, HR, and Sales Programs	<b>1994 to 1996</b>
<b>Director Marketing Communications &amp; Operations, Plastic Omnium/Zarn, Reidsville NC</b> Manufacturer and Supplier of Municipal Waste Services to Major North American Cities	<b>1992 to 1993</b>
<b>Director, Marketing Communications, Rubbermaid Commercial Products, Winchester VA</b> Fortune 500 Manufacturer for Food Service, Sanitary Maintenance, Industrial and Agricultural Products	<b>1986 to 1992</b>

## Education & Skills

St. Cloud State University, BS English—Scholarship recipient

**Intel-Based & Macintosh Computer Skills**—MS Office, MS Project, Visio, Dreamweaver Suite MX 2004, ACT!, Access, Adobe PageMaker, Adobe Photoshop, Corel Draw, Adobe Illustrator, Front Page. Highly computer proficient

**Additional Training**—AMA, 7 Marketing Courses 1986-2000 • **Performance Management**, 1988 and 2001 • **World Trade Institute**, New York: International Marketing Communications 1991 • **Principles of Financial Analysis** 1992 • **Effective Customer Service** 1994 • **First Things First**—Covey Time Management Training 1997 • **DMA: Business-to-Business Direct Marketing**, 1997 • **COFAL: Workplan Process and Client Engagement**, 1998 • **Pragmatic Marketing**—Product Marketing in High Tech, 1999 • **Managing Interpersonal Relationships**, 2001

**For Complete Information and Work Samples:** <http://www.haroldmaurer.net>