

Darren A. Somsen

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EXECUTIVE PROFILE

Senior Marketing Executive with over 20 years of experience establishing market penetration strategies in consumer and B2B business environments. Breadth of experience includes: data analytics, direct marketing, affiliate marketing, P&L management, product portfolio development, financial analysis, contract negotiation, vendor relations, and leading cross-functional project teams in health-care, manufacturing, and SaaS organizations. Expertise encompasses: launching or re-branding **8** companies; creating **25** strategic marketing plans and budgets; developing over **80** advertising and direct marketing campaigns; directing **75** trade show product/services presentations; participating in **30** broadcast and print interviews; and teaching **35** executive and entry-level team members how to effectively present products to prospects and clients. Demonstrated ability to quickly understand the competitive situation and needs of various markets, then define and execute marketing strategies that increase growth and enhance profitability.

CORE ACCOMPLISHMENTS

Operations Management:

- Managed \$1.3M marketing budget for multiple franchise locations.
- Headed all functions related to Half Dental Franchise marketing.
- Board of Directors – Chevron-West Credit Union.

Project Management:

- Generated \$1M in increased product sales for Phonex Corporation when a major distribution partner closed, saving Phonex from a projected loss of \$250,000.
- Oversaw the PatrolSim's re-introduction, resulting in a move to first-place in brand recognition.

New Business Development:

- Launched ListFusion's sales & marketing program which increased sales by 300%.
 - Redefined Expression Media's services and client-base, resulting in a 20% increase in the first year of implementation.
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SKILL HIGHLIGHTS

- Budgeting Expertise
- Sales Force/Distributor Management
- SEO, PPC, PPA, & Affiliate Marketing
- Market Research & Data Analysis
- Marketing & Communications Management
- Database and Direct Mail Lead Generation
- Cross-Functional Project Management
- Trade Show Management
- Staff Leadership and Management
- Graphics and Office Productivity Software

PROFESSIONAL EXPERIENCE

Vice President of Marketing

KITTEL & ALLEN – Salt Lake City, Utah

September 2014 to Present

(Marketing consultants serving small to mid-sized businesses.)

- Develop SEO strategy for small businesses and start-ups.
- Develop low-cost marketing campaigns to penetrate market place.
- Create marketing budget and plans for small businesses.
- Data analytics to determine viability of market place.
- Design marketing creative across multiple disciplines.
- Sales and budgeting analytics.
- Helped multiple clients achieve over 100% growth in one year.

Vice President of Marketing

HALF DENTAL FRANCHISE – St. George, Utah

October 2013 to May 2014

(The first dental practice franchise in the United States.)

- Accountable for all corporate and franchise marketing and advertising.
- Negotiated pricing and manage all vendor relationships.
- Projected costs and budgets of advertising and marketing for all franchised practices.
- Reviewed marketing programs and adjusted for improved impact and ROI.
- Managed new practice grand opening events.
- Manage all SEO activity.
- Created all print, direct mail, and broadcast creative.
- Wrote and managed all social media and blogs.
- Grew new client leads by 100%.

Marketing Consultant - Project Manager

HENRY SCHEIN TECHCENTRAL – American Fork, Utah

October 2012 to March 2013

(Technology, hardware, software and support provider to the dental industry.)

- Analyzed existing customer database and extracted targeted data to jump-start project sales.
- Developed new customer and prospect database.
- Created new direct marketing campaigns, tracked results, and implemented changes to increase responses.
- Developed and implemented new sales and marketing campaign for TechCentral Support Plan.
- Spearheaded cross-functional initiative to achieve a 255% increase in client-base.

Director of Marketing

EXPRESSION MEDIA GROUP – Salt Lake City, Utah

October 2009 to May 2011

(Video production and DRTV agency.)

- Created SEO, DRTV, banner ad and affiliate marketing campaigns.
- Created presentations, including: copy, content, graphics, edits and printing.
- Created trade show exhibit to develop strong branding within expanding markets.
- Managed projects and collaborated with team to insure clients' expectations were exceeded.
- Created social media sites for corporate branding and product sales.
- Purchased media buys for DRTV (direct response television) campaigns and collaborated with Google AdSense to adapt advertising based upon evolving demographics and data analytics.
- Launched Super Band insect repellent DRTV and online sales campaign.

Marketing & Sales Consultant

CINEMASACK – South Jordan, Utah

April 2009 to May 2011

(Consumer product manufacturer and online retailing company.)

- Created SEO, PPC, PPA, DRTV, banner ad, direct marketing and affiliate marketing campaigns.
- Created logos, marketing materials, copy, website, content, and graphics.
- Reviewed and revised campaigns based upon data analytics.
- Developed new sales channels.

Vice President, Marketing & Sales

LISTFUSION – Orem, Utah

June 2004 to January 2009

(Database and cloud-computing provider for the direct marketing industry.)

- Launched ListFusion's marketing and sales department, generating a 300% annual revenue increase.
- Managed operations for client databases consumer and B2B transactional records.
- Negotiated directly with list brokers, managers, and data aggregators within the direct marketing industry.
- Managed development of first SaaS/cloud-computing service within the direct marketing industry.
- Trained clients on use of database analytics for accurate direct response data extraction.
- Created direct marketing materials, and collaborated with clients to improve their direct response rate.
- Trained all marketing, sales staff, and senior management in proper product presentation.
- Worked with clients and business partners to develop accurate market penetration strategies.

Manager, Marketing & Communications

GE CAPITAL I-SIM – Salt Lake City, Utah

June 2000 to November 2001

(Manufacturer of precision driver-training simulators used by law enforcement, OTV transportation and emergency responders.)

- Developed corporate database for marketing CRM.
- Created and executed all marketing and advertising campaigns based upon regional needs, events and known municipal budgetary calendars.
- Authored press releases and internal communications regarding updates to simulator products.
- Created all marketing collateral, direct mail advertising, print advertising, video presentations and trade show exhibits.
- Executed multiple large-format corporate events.
- Directed contact for print and broadcast media regarding all aspects of corporate brand.
- Coached senior management during all interviews and interactions with press.

Manager

AFRC Chiemsee – Bernau am Chiemsee, Germany

February 1996 to November 1997

(R & R facility for U.S. service members, their families, and U.S. diplomatic staff.)

- Insured excellent guest relations.
 - Trained new team members.
 - Personally selected to assist EUCOM General and staff when on site.
 - Served as “Easter Bunny” during Easter celebrations.
 - Assisted new team members in transition to on-site living and operations.
 - Counseled new team members in conduct and behavior.
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EDUCATION & PROFESSIONAL DEVELOPMENT

- **Bachelors of Business Administration**, University of Utah, Salt Lake City, Utah
- **Professional Media Training**, Franchetti & Associates, New York, New York
- **Disney Institute Keys to Excellence**, Utah Valley University, Orem, Utah
- **Diploma in Online Marketing**, Shaw Academy, Dublin, Ireland