

SUMMARY

I am a strategic marketing/communications professional who is adept at brainstorming and developing ideas, and then seeing those ideas through to fruition on time and on budget. I also have experience in branding, event production, promotions, media and grassroots marketing from both the client and agency sides. I am able to see the big picture even while handling day-to-day tasks.

EXPERIENCE

RD CONSULTING, Denver, CO, Project Manager

2012 - present

Provide custom marketing support and project management on a project basis for clients such as: The Family Jones Distillery, Little Man Ice Cream, Generator Real Estate and Development.

- Activate marketing and communications campaigns
- Produce corporate and fundraising events
- Coordinate traditional and online advertising
- Manage commercial real estate development construction projects

JUICE COMMUNICATIONS, Denver, CO, Account Director

1999-2011

Create comprehensive integrated marketing and media plans for one of Denver's Top 10 advertising agencies. Clients include the Globus family of brands, Lufthansa, FitPro North America, American Heart Association, St. Anthony Hospitals and Western Union.

- Initiate primary research and evaluate existing and third-party research as related to market analysis and business trends.
- Develop unique brand positionings, including target audience definition, messaging platforms and migration, and marketing tactics.
- Integrate sales, marketing and customer experience initiatives to meet business objectives and key performance indicators.
- Implement multi-million dollar marketing campaigns on a local and national basis, on-time and on budget.
- Direct internal and external communications, including employee orientation and retention programs, public relations, and crisis communications.
- Track campaign performance and provide accountability recording for clients and key stakeholders.
- Oversee new business development.
- Manage Account and Creative staff on client projects and overall career development.

DENVER NUGGETS / COLORADO AVALANCHE, Advertising Manager

1995-1999

Develop, evaluate and execute all advertising plans. Design in-arena and marketplace promotional campaigns for Denver Nuggets and Colorado Avalanche in conjunction with internal departments, corporate sponsors, media partners and non-profit organizations.

- Maintain \$1.2M advertising budget for the Denver Nuggets and Colorado Avalanche.
- Negotiate and place all external media.
- Edit in-house publications. Write copy for collateral materials, radio, TV, and print ads. Facilitate development of creative strategies and copy themes.
- Manage technical and entertainment components in-arena for Denver Nuggets and Colorado Avalanche home games. Supervise full-time staff, game night and contract employees.

RENE DOUBLEDAY

- Produce city-wide events like the *Colorado Avalanche Stanley Cup Parade and Celebration*, the *Colorado Avalanche and Denver Nuggets Golf Tournaments*, and the *Denver Nuggets Draft Party*. Handle customized artwork, file applications and petitions, coordinate volunteers, distribute tickets and reconcile event accounting.

WALT DISNEY'S WORLD ON ICE, Vienna, VA, Assistant Tour Director

1994-1995

Organize ice skating tour logistics for a division of Feld Entertainment, the world's largest source of family entertainment. Liaison between international touring unit and corporate headquarters in Vienna, VA.

- Coordinate international media relations and skater appearances in print, radio and television promotions and public appearances.
- Book national and international travel, process visas, passports and immigration for cast, crew and concessions team of more than 100 members.
- Manage HR efforts for entire tour including worker's compensation, health insurance, and employee benefits

KBCO RADIO, Boulder, CO, Promotions Director

1990-1994

Coordinate radio station annual marketing and advertising, including: television, direct mail, telemarketing, outdoor, print, and radio. Create promotional campaigns with advertisers, building brand identity, added value and listener engagement.

- Collaborate with agencies, print shops, graphic artists, and production houses on creative development and art direction.
- Negotiate paid and in-kind sponsorships, and create in-store and point-of-sale materials.
- Outline and operationalize radio promotional inventory to support programming and marketing of station.
- Produce annual station events such as *Cardboard Derby* and *Kinetics*.

AREAS OF SPECIALTY

Health & Wellness

- Hospitals
- Insurance Reform
- Fitness
- Workplace Wellness
- Organic Foods

Banking/Finance

- Credit Unions
- Independent Banks

Non-profit

- Capital Campaigns
- Fundraising Events
- Board Membership
- Repositioning & Brand Development

EDUCATION

University of Denver, Denver, CO (Cum Laude 1990)

Bachelor of Arts in Mass Communications with emphasis on PR

Rene Doubleday is an independent project manager in Denver, CO. She serves in a variety of roles for her clients, including strategic planning, budgeting, vendor management, negotiation, plan implementation, marketing and evaluation for special projects.

Prior to her contract work, she was a partner at Juice Communications, a full-service brand development and marketing agency in Denver, Colorado. At Juice, Rene led strategic branding efforts for numerous for-profit and nonprofit businesses. She was the daily liaison between clients and the agency, responsible for understanding their needs, planning creative solutions to meet their goals, and then delivering them on-time and on budget.

Rene also has extensive experience in event production, able to take a vision and bring it to fruition. Rene has the ability to work with a host of partners, from clients to vendors, to volunteers, to sponsors and more, managing all the details and obstacles along the way. She has planned events large and small from charity fundraisers to both Colorado Avalanche Stanley Cup Parades.

Over the course of her career, Rene has worked with companies such as Viacom, Ringling Brothers, the Denver Nuggets and Colorado Avalanche, Lufthansa, Western Union, and the American Heart Association to name a few.

A Colorado native, she graduated cum laude from the University of Denver with a BA in Mass Communications in 1990.