

DUSTY THOMAS

Overland Park, KS 66204 • 913-244-6696

ContactMe@DustyThomasOnline.com

SALES AND MARKETING MANAGEMENT

*Marketing Communication / Tradeshow Management / Graphic Design
Business Development / Strategic Positioning*

Dynamic, efficient multitasking professional with a track record of creating exciting marketing plans and activities, vibrant tradeshow environments, and web applications and interfaces. Experienced graphic designer with expert knowledge in print and interactive web media. Skilled business development through use of thorough sales process and projections. Willing to relocate. Additional skills include:

- Market / Industry Analysis
- News Release Preparation and Delivery
- Industry / Trade Copy Writing
- Video Production and Editing
- AV Equipment Operation and Installation
- Photography

PROFESSIONAL EXPERIENCE

HEATRON, INC. – LEAVENWORTH, KS

MARKETING MANAGER, 11/06 – current

Managing and assisting in the development of company's overall marketing and strategic planning programs, and corporate communications. Writing and distribution of product announcements and new releases. Writing, editing, layout and distribution of internal corporate e-newsletter. Plan, design and launch new website (8/1/2007).

Selected Contributions:

- ✓ Drafted FY2008 Marketing plan and budget; to include industry situations and competitor analysis
- ✓ Rejuvenated Heatron's monthly internal e-newsletter covering eight to twelve articles distributed to over 300 employees and sales channels
- ✓ Designed a ColdFusion website with SQL database for more effective user-navigation of the vast amount of information at Heatron.com
- ✓ Developed training programs and routines for Heatron's eight major annual trade shows and conferences

QUVIS, INC. (QUALITY VISUAL INFORMATION SYSTEMS) – TOPEKA, KS

BUSINESS DEVELOPMENT MANAGER, 02/06 – 08/06

Sought out and assessed new business opportunities utilizing thorough industry research to penetrate and grow new targeted markets. Communicated with customers, management, internal departments, and vendors to coordinate overall business efforts to expand corporate goals. Influenced product development activities to match these new prospects needs.

Selected Contributions:

... Continued...

Professional Experience Continued...

- ✓ Assisted in development of new Digital Cinema business models through partnerships of telecom and digital media storage companies
- ✓ Maintained status among the lead sales team projections through these new opportunities
- ✓ Exceeded corporate expectations of sales generation prior to sales team reductions

MARCOMM (Marketing Coordinator/Tradeshow Mgr/Graphic Designer), 02/05 – 02/06

Solely developed, designed and managed a wide range of marketing tools, including promotional materials, direct-mail pieces, tradeshow environments and Web site content. Defined, designed, and evaluated product marketing collateral, programs, and analyses. Tracked, projected, and reported both advertising and circulation-based marketing programs. Maintained communication with management to ensure marketing activities aligned with business goals. Report directly to the VP of Sales and Marketing.

Selected Contributions:

- ✓ Developed market analysis and outlook for 2006 direction, of which all projections were correct
- ✓ Accomplished an extraordinarily high number of trade publication news placements
- ✓ Designed and instituted content partnership program; trading video clips used in demos for advertising
- ✓ Managed and organized all tradeshow events and booths consistently within budget

GRAPHIC DESIGNER, 02/04 – 02/05

Worked within a sole to design a full range of marketing tradeshow materials. Redesigned product collateral, imagery, and specifications. Implemented Web site and e-mail promotion. Developed other various creative print and online marketing collateral; magazine ads, product listings, and banner/web advertisements. Maintained contact with printers of marketing collateral and product manufactures Provided direct support to Marketing Manager.

Selected Contribution:

- ✓ Organized, oversaw, edited, produced and/or photographed all products
- ✓ Built and managed new website interfaces incorporating video and still imaging with database infrastructure

**EDUCATION & PROFESSIONAL
MEMBERSHIPS**

Bachelor of Science, Public Relations/Mass Communications, 2003
Kansas State University – Manhattan, KS, USA

Trade Show Exhibitors Association, Member – 2005 – 2006
International Communications Industry Association, Member – 2005 – 2006
InfoComm Exhibitors Committee – 2005 – 2006