

PROFILE

Strategic marketing and advertising professional with 13 years of experience helping companies create, strengthen, and build brands. Wide-eyed enthusiasm, a passion for learning, and an entrepreneurial spirit have inspired a career filled with leading initiatives, solving problems, mining consumer insights, sparking creativity, cultivating brands, spearheading innovative thinking, meeting and surpassing expectations, encouraging individuals, building teams and growing businesses.

If you dislike resume reading as much as I do, check out my not so traditional resume at <http://karlawiles.com/resume>

EXPERIENCE

INDEPENDENT CONSULTANT

AUG, 2008 - PRESENT

Specializing in helping businesses achieve their objectives by providing marketing and advertising plan development, brand development, execution and support for overall marketing, advertising, and public relations, ideation, copywriting, graphic design, production, marketing/advertising training and personnel development, consumer research, product research, project management, and event planning.

- Twinkle™ - New Product Development within the Baby product industry (*confidential*)
- Alabama Poverty Project - Brand evolution and website redesign - Marketing leadership and support for "A Lifetime of Learning" (*Service Learning Conference*)
- McCullough + Stevens Dentistry - Development of the new company identity - Development & execution of marketing and advertising plans for a new cosmetic and family dentistry

BOOKS•A•MILLION, INC

JAN, 2008 - JUN, 2008

VICE PRESIDENT OF MARKETING

Recruited to lead marketing, advertising and branding strategies for more than 200 Books•A•Million locations nationwide, booksamillion.com, and Joe Muggs cafe concepts; manage the corporate marketing department; and contribute to overall company leadership as a member of the executive management team.

- Oversaw \$5.5 Million annual budget
- Developed and managed a ROI process for analyzing special event programs
- Established a marketing operations process for managing and prioritizing all internal marketing requests
- Realized \$100k+ budget savings by determining greater production efficiencies
- Collaborated with agency partners to elevate creative output instilling greater brand cohesiveness to in-store advertising
- Created the launch and rebranding campaign for the newly redesigned booksamillion.com

O2IDEAS, INC

JUL, 1996 - JAN, 2008

INTERN TO EXECUTIVE VICE PRESIDENT

Promoted consistently year after year with increasing responsibilities. Played a major contributing role in growing the business from 19 employees to a team of over 100 individuals. Developed processes and procedures to manage the operations of the organization and to meet the demands of each client individually. Conducted profitability analysis and developed account recommendations for the CFO and CEO. Managed 3 departments consisting of 35+ individuals. Served on the executive team tasked with providing internal leadership and business development. Managed internal resources in ways that contributed to cross-functional utilization. Developed marketing and branding strategies for existing clients and new business presentations. Partnered with internal and external resources to coordinate and lead marketing research projects. Conducted post-analysis of research findings and developed client recommendations. Developed and negotiated preliminary and final client contracts. Developed and negotiated 3rd party contracts with research and media partners. Acted as a change agent and thought leader for overall organizational improvements.

EXECUTIVE VICE PRESIDENT 2006 - 2008

- Established an organizational leadership structure to support the development and expansion of client business
- Played a key role in implementing an annual employee review process
- Oversaw the management of multiple multi-million dollar advertising budgets simultaneously
- Created an annual business review process for managing client expectations, analyzing account profitability, and evaluating agency performance
- Managed and provided strategic leadership to client services teams supporting the following clients: BI-LO, Bruno's The Home Depot - Employment Marketing, Taylor Morrison, Intuit, ServisFirst, and Captain D's

EXPERIENCE CONTINUED

- Negotiated and led the following project-based clients:

Allsup – Conducted a brand discovery research project and developed a unique market positioning, brand positioning, and supporting brand identity

Britvic – Conducted a multi-tiered research project to determine product-entry viability as well as assess taste profiles, potential market positioning, and brand strategy

Buffalo Rock – Collaborated to develop a unique market position, packaging and advertising elements for the launch of a new to market product

VICE PRESIDENT, DIRECTOR OF CLIENT SERVICES 2003 - 2006

- Engaged in overarching client strategies providing leadership, support and appropriate levels of hands-on-execution
- Developed training seminars and workshop sessions as a continuing education opportunity for client service teams
- Clients and account teams led include: Parisian, Saks Department Store Group, BI-LO, Bruno's, FoodWorld, Giant of Landover, The Home Depot - Employment Marketing, SelfTest, Transcender, and Mervyn's
- *Saks DSG* – Led and managed R&D through product launch of an exclusive private label home fashion accessories line and children's clothing line for Jane Seymour
- *BI-LO* – Directed Pace Palette workshops to foster team-building within the client's own departments
- *Self Test & Transcender* – Conducted multi-faceted research project to determine optimal product and brand positioning following the SelfTest acquisition of Transcender
- *Giant of Landover* – Established operating practices and procedures for managing accounts remotely and coordinating workflow for satellite office account teams
- *Mervyn's* – Nurtured a one-off project request relationship into becoming a continuous client resource for campaign concepts

VICE PRESIDENT, GROUP ACCOUNT DIRECTOR 2001 - 2003

Responsible for the day to day account management, seasonal campaign development, budget management and team leadership for three separate clients simultaneously: Parisian, Proffitt's/McRae's, and Saks Department Store Group.

- *Saks DSG* – Coordinated and managed all production aspects from creative brief development and talent selection to photo-shoot and merchandising team approval of quarterly in-store advertising for all private label merchandise
- *Proffitt's / McRae's / Parisian* – Developed and managed a process to ensure proper placement of over \$3 Million in co-op funds annually
- *Proffitt's / McRae's* – Realized production cost-savings of over \$150k by developing a campaign with more efficient product flexibility

INTERACTIVE ACCOUNT DIRECTOR 2000 - 2001

Managed and coordinated internal resources for agency interactive division.

- *Food World* – Developed and launched interactive Sale-Mail to Bonus Value Card Members - innovative email program to alert customers when the items they purchased most frequently were placed on sale

MARKETING DIRECTOR 1999 - 2000

Interim opportunity became an outsourced position per the request of the Chief Executive Officer of Books•A•Million.

Responsible for the development and implementation of all marketing, advertising and public relations efforts for more than 110 Books•A•Million locations primarily in the Southeast. Directed the marketing department staff of five people. Managed the corporate marketing budget, advertising expenses and co-op income.

COPYWRITER, ACCOUNT EXECUTIVE 1998 - 1999

COPYWRITER, GRAPHIC DESIGNER 1997 -1998

COPYWRITER 1996 - 1997

INTERN JUL 1996

Yes, it's true - I started my career as a creative.

EDUCATION

UNIVERSITY OF ALABAMA AT BIRMINGHAM

Bachelor of Arts in Graphic Design and Minor in Marketing

COMPUTER SKILLS

Cross-platform proficiency in both PC and Mac formats. Microsoft PowerPoint, Word, Excel, Project, Keynote, Pages, Numbers, Adobe Photoshop, Clients & Profits, Creative Manager, and amazingly resourceful with Google.

Karla Wiles

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RECOMMENDATIONS Review recommendations in full at <http://www.linkedin.com/in/karlawiles>
Additional references available upon request

"Karla consistently delivered outstanding results for our business. She pushes hard for results - but, in ways that builds commitment. Karla also has strong communication skills. **I would hire her immediately if she lived in Atlanta.**" October 9, 2008

Brian Sholly, President, Kaplan IT, Atlanta, GA

"...Karla provided a steadying influence...**She provided strong insights and creative solutions to the problems at hand.** Quick with humor, she provided a bit of relief to lighten the tense moments. Overall, Karla provided a lot of value -- and was a delight to work with!" October 13, 2008

Sandy Smith, SVP of Marketing, Captain D's, Nashville, TN

"I would highly recommended Karla Wiles to anyone considering working with her... **I have found Karla to be a valuable resource...**She poses the rare ability to manage the business side of the projects while also bringing great creative ideas and marketing insights." October 16, 2008

Christian Miller, Executive Director of Marketing and Sales, Buffalo Rock Company, Birmingham, AL

"Karla is simply brilliant. **Hard working. Problem solving. Goodwill building. Laughter bringing.** Hire her NOW, before your competition snaps her up. You will not be disappointed." October 12, 2008

Jim Fraser, Account Planner, Unwin Wittering & Zigo LTD, Edinburgh, Scotland

"Having worked with Karla on a day-to-day basis, quite frankly there's nothing she cannot do. She takes challenges head on and views her success and her company's success first. **She is an incredibly unique individual and can get so much completed with a strong results-based attitude.** She will make the next company for which she works extremely successful. Hope it's yours...for your sake." November 30, 2008

Melanie Smith, EVP Director of Client Services, o2ideas, Birmingham, AL

"There are few people in business who have the ability to pull from both sides of their brain to solve complex issues, and Karla happens to be one of them... **Karla carries the wisdom and experience of a seasoned executive along with the strength and energy of a new hire.** Her intelligence and creativity are only matched by her desire to work on the biggest, most daunting challenges you can imagine." November 21, 2008

Mark Ervin, Creative Director, o2ideas, Birmingham, AL