

JASON WATSON

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A career of providing extensive creative services has developed my skills in problem solving and the strategic implementation of program management. My focus is to provide quality and efficiency in the development of corporate marketing and promotional activities.

EXPERIENCE

HP Media Group, *President and Executive Director*

2011 – 2016

- Implement market and product analysis for corporate clientele
- Establish client corporate strategies for identification and branding
- Manage and coordinate client communication and media content
- Utilize an integrated approach to develop marketing programs for clients to build their respective brands and businesses
- Direct the development of numerous start-up enterprises overseeing all aspects of initial launch including all marketing and media production logistics
- Primary copywriter on advertising campaigns for accounts and successful product launches

Horsepower Heritage, *Executive Director*

2005 - 2011

- Directed operating activities of gallery representing 62 automotive artists
- Produced artwork for resale at galleries, events and internet e-commerce
- Directed brand management, media relations, corporate positioning, product launches, advertising, sales collateral and tradeshow marketing
- Organized comprehensive and successful automotive-themed fundraising art competition generating revenue for a community non-profit

HEART International, Director of Marketing Development **2003 – 2007**

- Developed and produced corporate promotional materials and activities
- Designed product brochures, manuals and collateral materials
- Coordinated communications between sales, manufacturing and customers
- Served as media coordinator and program management liaison for International Truck and Engine SMART Truck 3 development program
- Produced media kits that demonstrated key marketing analytics and demographics for use in sales presentations.

Transportation Design and Manufacturing, Marketing Services Manager **1994 – 2003**

- Prepared and produced corporate promotional materials and events
- Prepared and supervised quotations and proposals
- Liaison between marketing and program management
- Functioned as marketing and graphic materials coordinator during the development phase of the Ford Ranger EV program.
- Developed catalogs, course guides and training brochures to support clear understanding of complex product features and assist effective sales

ISO-9001/QS-9000 Coordinator

- Managed Corporate QS Cross-Functional Team interaction
- Developed and implemented corporate quality procedures and policies
- Performed first and second party audits

Prototype Automotive Services, Sales and Marketing Administrator **1990 – 1994**

- Prepared, coordinated and assembled quotations and proposals
- Maintained corporate database and marketing studies
- Managed customer (fleet) contacts and communications

EDUCATION

Arizona State University; Business **1988 – 1990**

Oakland Community College; Communications **1986 – 1988**

MEMBERSHIPS/ASSOCIATIONS

Specialty Equipment Marketing Association ASQC; American Society for Quality Control

SKILLS

Marketing Strategies and Campaigns • Print & Web Design and Development • Corporate Communications • Public & Media Relations • Electronic Media / Video Production • Corporate and Product Branding • Graphic Design and Production • Social Media Marketing • Creative, Proposal and Grant Writing • Program Management • Photoshop • Illustrator • Premiere • WordPress • Word • Excel • PowerPoint • Access • Project

ACCOMPLISHMENTS

Homemade Chocolates by Michelle

2013-2016

Responsible for directing the development of start-up enterprise overseeing all aspects of initial launch including marketing, media and production logistics while simultaneously implementing order, fulfillment, shipping and production logistics resulting in 50% growth rate for two years.

ARTomotive Competition

2013-2016

Initiated and directed "ARTomotive", an automotive-themed art competition. This program was formed as a collaboration between the Back to the Bricks, the Greater Flint Arts Council and the Flint and Genesee Chamber of Commerce to benefit the Automotive Pioneers Statue initiative.

Back to the Bricks Automotive Pioneers Statue Initiative

2012-2016

To celebrate its success and heritage, the Back to the Bricks organization created the Automotive Pioneers Statue Fund. This group's goal is to organize events that inspire the next generation of leadership while educating the public on the legacy of the automotive industry especially in Genesee County and Flint, Michigan. Involvement included initial conception and development, research of processes and capabilities assessment and design process along with the development of fundraising program.

A New Century of Chevrolet Exhibit**2011**

Conceived, organized and managed 16-week long exhibit at the Sloan Museum focused on attributes contributing to Chevrolet's continued legacy of success. The display featured exclusive art, vehicles and materials to present a dynamic and educational overview of Chevrolet's achievements. The year-long research and preparation included review of archival and historical materials, commission of original artworks, documenting narratives of automotive historians while producing every aspect from initial concept to final creation - including selection, procurement and placement of featured vehicles, artworks and artifacts and creation of print and electronic media.

A New Century of Chevrolet Gala**2011**

Following the course of the Chevrolet New Century exhibit and scheduled to coincide with the actual 100th anniversary of Chevrolet's original incorporation, this charity fundraising activity held at the newly renovated Flint Riverfront Convention Center allowed 1,000 attendees to gather for an evening of entertainment including art, food, cocktails, exclusive displays, music and dancing. A successful event by any standards, the activity raised expanded awareness for the Sloan Museum and generated significant funds for community outreach programs.

100 Years of General Motors**2008**

Conceived, organized and managed 16-week exhibit at the Sloan Museum designed to educate visitors in an entertaining and compelling atmosphere. Display featured 10 important historical vehicles from GM's history and 120 works of automotive art from 37 contributing artists celebrating the company's innovations and heritage. The year-long research and preparation included review of all archival and historical materials, commission of original artworks, documenting narratives of automotive historians while producing every aspect from initial concept to final creation - including selection, procurement and placement of featured vehicles, artworks and artifacts and creation of all printed and electronic media.

Woodward Avenue Salute to the Troops**1998 - 2007**

Conceived, organized and produced an annual fundraising activity at the renowned Fox and Hounds restaurant during the Woodward Dream Cruise from 1998 to 2007. Seating 250 people each evening for four nights holding an auction with proceeds benefitting the Michigan National Guard Family Relief Fund.

SMART Truck 3**2003-2004**

Served as marketing and media coordinator and program management liaison for the International Truck and Engine Corporation SMART Truck 3 development build program.

Ford EV Ranger**1996-1998**

Functioned as marketing and graphic materials coordinator during the development phase of the Ford Ranger EV program.