

Peter D. Griffith

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SALES & MARKETING MANAGEMENT MARKETING • PROMOTIONS • GRAPHIC & WEB DESIGN

PROFILE

- Entrepreneurial management experience ranging from product development, staffing and procedures to long- and short-term strategic planning, media sales and the establishment of synergistic alliances, with a strong focus on marketing principles, strategies and tactics.
- Strong background in consumer and B2B advertising by developing product exposure utilizing print and online markets. Skilled in market development through innovative online strategies, promotions, presentation development and adapting proven marketing concepts.
- Extensive knowledge of various PC applications, expert in the use of Adobe Creative Cloud suite (Photoshop, Illustrator, InDesign, Audition, Premiere Pro, and After Effects) and a mastery of audio and video production methods and techniques.
- Skilled writer on both general and technical topics, trained in the AP grammar and writing style, experienced in editing the written work of others.

EXPERIENCE

JULY 2019 – FEBRUARY 2023

MARKETING DIRECTOR, ON-HOLD MEDIA GROUP, INC.

Responsible for all marketing activities, in print and online. Personally designed and executed the entire catalog of brochures, videos, newsletters, and all other company communications. Had overall responsibility for the website content and design, within the given parameters set by ownership. Oversaw all activities relating to tradeshow booth design, function and operations for industry events.

Acted as the sound engineer for all voice-over and music production for the entire company. This included normalization, editing, proofing, mixing and sequencing with the company's proprietary cloud delivery system for all final audio files. Also maintained around 100 customers as Account Manager, which entailed writing new on-hold scripts, updating production schedules, regular contact with the customer's lead contacts, and troubleshooting and technical issues that might arise with these accounts.

NOVEMBER 2013 – JULY 2019

MARKETING COMMUNICATIONS CONSULTANT, GRIFFITH MARKETING GROUP

Worked with a variety of B2B and B2C clients to develop specific marketing programs to help them meet their sales goals. This involved both online and print strategies. Handled all content creation, from text to photography to vector illustration and other graphics to short videos. Responsible for all new client acquisitions and retention activities.

JULY 2017 – APRIL 2019

DIRECTOR OF SALES & MARKETING, TEXAS SPECIALTY BEVERAGE, LLC

Designed, built and managed the company's private wholesale e-commerce website (using WordPress/WooCommerce platform), public website, and all email marketing communications. Took the total online sales from \$0 to over \$1 million in a 12-month period, with significant growth in sales each month. Supported and managed all sales efforts and developed various strategies for maximizing profitable sales results.

JANUARY 2016 – JUNE 2017

PRINT MANAGER, DAL/TEX, LLC

Responsible for all print sales, print operations, pricing and training for a group of UPS Stores in the D/FW metroplex. Also responsible for all production work associated with print jobs using Adobe CS software when customers didn't already have print-ready materials produced. Launched outside sales campaign to find new clients in the areas near the store locations and managed to increase print revenues by over 200% during my tenure.

JANUARY 2009 – OCTOBER 2012

U.S. BUSINESS DEVELOPMENT DIRECTOR, NEXTSHORE, LLC

Responsible for developing existing products for the NextShore outsourced IT solutions for handling national sales efforts and ensuring successful launches of all new products. Oversaw launch of new social media campaigns and designed supporting promotional media, website design and e-mail marketing/sales efforts. Designed the entire offering, global strategy and design/fulfillment operations of the operating units in U.S., Europe and India.

For a complete history, please visit my Linked-In page: [linkedin.com/in/pete-griffith/](https://www.linkedin.com/in/pete-griffith/)

EDUCATION

1980

TEXAS TECH UNIVERSITY, RAWLS COLLEGE OF BUSINESS

Majored in marketing and business administration.

SKILLS

- Mastery of Adobe Creative Cloud Apps
- Decades of experience with HTML, CSS coding
- Creative application of proven marketing concepts
- Manages multiple projects simultaneously
- Strong skills in copy writing and editing
- Proven leadership and teamworking skills

ACTIVITIES

Very active in youth hockey in the Dallas-Fort Worth Metroplex. Years of playing and coaching experience at all levels of the sport from amateur to professional have given me enjoyment that I intend to spread to others. Active in MIDI and other musical endeavors at my home music studio. I have constructed and published almost 100 crossword puzzles and have had articles published in magazines with over 30 million in combined circulation. For more information, visit my bio: <http://www.petegriffith.com/about/>