



- Marketing Consultancy
- Project Management
- Media Production

RICHARD THEISS – MARKETING COMMUNICATIONS PROFESSIONAL

As a *marketing consultant* and *project manager*, Richard Theiss delivers marketing skills and media experience covering a range of interests and industries. He can provide professional marketing communication services to organizations committed to social and/or environmental goals, enhancing their public awareness levels and having a positive impact on national and global issues.

Richard Theiss' professional and personal careers have led two distinct but parallel directions. With extensive experience as a marketing executive, he has executed programs, managed teams, and amplified the brand visibility of national and global corporations. He has strategic and hands-on expertise in a wide range of marketing disciplines – from print advertising to broadcast media, from public relations to online marketing. A highly creative, organized, knowledgeable, and skilled leader, Theiss has managed projects, departments, and individuals in multiple areas. Exercising exceptional interpersonal skills, his talent for working with executive management, regulatory agencies, supporting staff, and client relationships generates numerous opportunities for business development and enhanced awareness of policies and programs.

Richard Theiss has also demonstrated a strong commitment to environmental and marine conservation and the non-profit organizations supporting those issues. Born and raised in Southern California, with over 25 years of experience as a divemaster, scuba diving instructor, and underwater videographer, he has witnessed the changes to our local waters and has supported the development of marine protected areas, sustainable seafood initiatives, and other programs designed to have a positive impact on both the environment and the businesses and communities that depend on our oceans. Theiss' video production company, RTSea Productions (www.rtsea.com) is committed to generating motivating product – from marine life conservation to global warming – and he has worked closely with the volunteer and marketing departments of the Aquarium of the Pacific in Long Beach, CA. In film, Theiss has promoted shark research and protection, and marine education organizations and National Geographic have utilized his images on global warming in the Northwest Passage.

In summary, here are some of the key benefits Richard Theiss delivers:

- Marketing communications consultant with an extensive background in multiple marketing channels.
- Project management experience in leadership, team-building, and interdepartmental relationships.
- Dedicated marine conservationist, promoting ocean and environmental issues through various media formats.
- Experience working with agencies and non-profit organizations to increase public awareness of marine conservation issues.
- Over 25 years as a Southern Californian with first-hand experience in witnessing changes to California ecosystems.

Marketing, media, and a passion for environmental causes – powerful forces Richard Theiss harnesses for your benefit. You may view recommendations from clients and colleagues on LinkedIn.com. A detailed resume and professional references are also available upon request. For more details you may contact Richard Theiss directly using the contact information noted below or at www.rtsea.com.

"I look forward to the opportunity to assist your organization in taking the next great step forward."
- Richard Theiss

RICHARD H. THEISS
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MARKETING EXECUTIVE / MARKETING COMMUNICATIONS

Dedicated professional with vast experience and expertise in developing, launching, and leading numerous marketing initiatives, including all aspects of advertising, promotions, communications, and e-commerce. Formulate and establish ground-breaking strategies, combining high level of creativity and advanced technical ability with skilled management and organizational techniques to expand operations, maximize productivity, and increase profits. Establish new companies, cultivate new business, and enhance existing processes. Build loyal relationships and lead powerful teams.

Creative/Innovative Design • Branding • Project Design/Management • Strategic Planning
Leadership • Integrated Marketing • E-commerce • Print & Broadcast Media
Campaign/Channel Development • Sales Strategies & Collateral • Customer Relationships
Public Relations • Online Marketing • Website Development • Direct Response

PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS

RTSea PRODUCTIONS, Irvine, CA (2007 - Present)

Marketing Consultant/Media Producer

Pioneered successful firm conducting in-depth consultation, and administering advice, strategies, and project management for marketing endeavors. Enhance visibility and maximize profits for various businesses and non-profit organizations.

- Currently consulting on corp. communications/government relations for 10th largest credit union.
- Contributed to strategic development of \$40M start-up marketing company, initiating implementation plan, and delivering integrated promotional and cross-selling programs.
- Increased sales for regional and retail markets, overseeing post-production of national television commercial campaign, Nissan/TBWA Chiat Day, expertly coordinating efforts of all involved.
- Created direct marketing strategies and concepts to promote brand and generate revenue for several major financial service organizations.
- Produced promotional online videos, utilizing Web 2.0 viral strategies and increasing user response for companies including marine adventure sports and non-profit organizations.
- Delivered video and broadcast media covering marine conservation and environmental issues for major national aquarium and marine research organization.

RESMAE MORTGAGE CORPORATION, Brea, CA (2003 - 2007)

Vice President of Marketing

Directed operations and activities of sales support department for 14th largest wholesale mortgage company in the nation, with \$8B in annual loan volume. Directed 6 staff, including marketing manager, graphic designers and marketing coordinators. Headed all marketing communication initiatives, including print ads, collateral, website design/maintenance, trade shows, and events, managing budget. Conceptualized and composed multiple newsletters, trade ad publications, and press releases. Hired, trained, mentored, and disciplined staff, conducting performance reviews. Maximized department efficiency.

- Expanded business and amplified brand awareness; formulated and launched numerous marketing strategies, and various successful advertising/public relations campaigns.
- Delivered sales collateral for 900+ sales force that generated \$800M in monthly sales.
- Spearheaded several innovative online projects, including micro-sites and landing pages for brokers and account executives, and web-based training for new hires and services.
- Enhanced promotion of online services, collaborating closely with IT departments.

U.S. TRAFFIC CORPORATION, Santa Fe Springs, CA (1999 - 2003)

Director of Marketing

Managed all marketing activities including collateral, print advertising, website, and e-commerce for global manufacturer of traffic control devices. Supervised department, collaborating with chairman on direct mail campaigns and government/municipality client inquiries and proposal requests. Directed production and distribution of collateral, technical manuals, and catalogs. Oversaw web development and content management system. Managed 3 staff: 1 graphic designer and 2 marketing assistants.

- Skyrocketed awareness of company and brand, formulating tactical marketing strategies and structuring compelling websites.
- Administered expert management, innovating high-impact campaigns for new product lines and subsidiary companies, adroitly adjusting for continued company growth; optimized sales.

DOWNEY SAVINGS & LOAN, Newport Beach, CA (1999)

Vice President and Director of Marketing

Led all marketing activities such as retail banking, wholesale mortgage, and e-commerce services for national financial institution with \$6B in assets. Spearheaded promotional and advertisement strategies for various business units such as branding, direct response, and community relations. Managed \$5.5M budget, initiating effective fiscal policies. Supervised 9 staff including Assistant V.P., Marketing Managers and Coordinators.

- Increased internet marketing ROI by 10%, restructuring and improving approaches.
- Raised consumer responses 4-fold, creating successful direct mail campaign.

ADDITIONAL PROFESSIONAL HISTORY

LONG BEACH MORTGAGE COMPANY, Orange, CA (1998 - 1999)

Retail Marketing Manager

- Increased daily online transactions by 100% in 1st month, designing and leading new website.
- Exceeded industry standards for direct mail campaign responses, creating long-term strategies.

SOUTHERN PACIFIC FUNDING CORPORATION, Huntington Beach, CA (1997 - 1998)

Marketing Information Services Manager

- Improved systems and operational efficiency, creating and founding response tracking database.

RTSEA / RTVID PRODUCTION SERVICES, Arcadia, CA (1984 - 1997)

Founder

- Collaborated on over 500 commercials for global corporations; clients included Disneyland, Nissan, Wesson Oil, Pepsi, and McDonalds, among many others.
- Pioneered successful and highly profitable company serving the world-wide commercial TV and motion picture industries; managed all promotions and marketing.
- Generated 650% increase in client base in 1st 5 years, establishing relationships with numerous production companies and ad agencies.
- Raised sales additional 30%, creating unique video systems that dominated niche market.

ADDITIONAL ACTIVITIES

RTSEA PRODUCTIONS, Irvine, CA (2006 - Present) www.rtsea.com

- Videography for Aquarium of the Pacific's 2006 summer exhibit film, *Dazzling and Dangerous*.
- Provided video services to promote Guadalupe Island Fund (www.guadalupefund.org) to help protect the island's biodiversity.
- Established an extensive stock library of video clips and photographs, dedicated to capturing images that impress and motivate viewers to preserve and protect our natural resources.

- Promote the conservation of animals through high definition documentaries (*Island of the Great White Shark*) and online videos.
- Provided dramatic video and still images of the Northwest Passage for National Geographic's *Wild Chronicles* series and InMER, a non-profit organization dedicated to marine research and education (www.inmer.org).

AQUARIUM OF THE PACIFIC, LONG BEACH, CA (1999 – Present)

- Dive Team Leader/Volunteer Diver/UW Presentation Diver for over 8 years.
- Author of definitive Presentation Diver Training Program for which received the 2003 AoP Diving Program "Hooyah" award
- Original member and trainer for AoP's Service Excellence Program, a successful company-wide customer service motivational program.
- Member of the AoP Speaker's Bureau Program and recipient of a 2002 Outstanding Achievement Award for work with the bureau's training program.

EDUCATION / ASSOCIATIONS

Bachelor of Science in Business Administration with a Minor in Marketing
University of Phoenix, Fountain Valley, California

American Marketing Association – Member
Orange County Chapter, CA

South Orange County PR Group – Member
Orange County, CA

The Explorers Club – Member
New York, NY

COMPUTER SKILLS

PC and MAC Platforms • Microsoft Office • Adobe Acrobat • Adobe Photoshop
Adobe PageMaker • Adobe Illustrator • Quark • Final Cut Pro Creative Suite