

BARRY C. ROACH

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PROFILE

Dedicated hands-on marketing management professional with experience in leadership, mentoring and motivation seeks to bring vision and energy to an upbeat environment. Expertise in creative art direction, communication, marketing, print and web design, brand building, and establishing lasting relationships with key personnel and clients.

WORK - LEADERSHIP EXPERIENCE

Go! Studio • 6045 Soapstone Road, Jetersville, Virginia 23083

OWNER/FREELANCE • February 2011 – Present

- Marketing, Creative, Communications and Advertising

Ukrop's Homestyle Foods • 2001 Maywill Street, Suite 100, Richmond, Virginia 23230

MARKETING/COMMUNICATIONS • October 2010 – January 2011

- Contracted to develop and execute customer communications including design, e-media, advertising and retail promotions

GIANT Food Stores • 1149 Harrisburg Pike, Carlisle, Pennsylvania 17013

SENIOR MARKETING MANAGER • February 2010 – July 2010

- Led branding/communication project to create Martin's and Ukrop's co-brand, Ukrop's in-store brand awareness, and advertising to ensure customer retention and Ukrop's brand recognition during (Martin's) store conversion
- Presented concepts to senior leadership and managed recommendations

Ukrop's Super Markets, Inc. • 2001 Maywill Street, Suite 100, Richmond, Virginia 23230

SENIOR MARKETING MANAGER - CREATIVE SERVICES • August 1998 – February 2010

- Provided strategic and creative direction for all print marketing materials including branding, advertising, brochures, direct mail and magazines ensuring solutions supported corporate and operational initiatives from concept to execution
- Ensured corporate brand strategy is consistently communicated through all forms of media
- Oversaw production management to ensure accurate and timely deployment of company marketing/communication initiatives; analyzed workflow and created new processes and procedures to improve productivity
- Directed and designed print and electronic marketing communications including Web, e-mail and social media to enhance communication initiatives for external and internal projects/campaigns/initiatives
- Managed, mentored and recruited team of editorial, design and production staff promoting the exchange of ideas and encouraging professional development
- Developed and maintained budgets for marketing projects, advertising, computer equipment and supplies
- Partnered with and managed external agency advertising including TV, radio, Web and print
- Presented concepts to senior leadership and managed recommendations to deliver projects within vision and timelines

CREATIVE SERVICES MANAGER • August 1994 – August 1998

- Developed and managed team of designers and illustrators to create corporate materials
- Managed production process for Ukrop's weekly newspaper advertising
- Managed Web site redesigns to enhance communication initiatives, and ensures timely and accurate site maintenance
- Created a variety of graphic design and layout work for print and promotional needs

SKILLS

- Knowledge of Adobe InDesign, Photoshop, Illustrator, Acrobat, QuarkXpress and other design applications
- Knowledge of business solutions software including Microsoft Word, Excel and PowerPoint
- Excellent leadership ability, supervision and management skills, strong communication and presentation skills
- Exceptional time management, project management and problem solving skills

CORPORATE STRATEGIC PARTICIPATION

- Senior Marketing Leadership Team; 1998 – 2010
- Integrated Planning Team; 2008 – 2010
- Strategic Marketing and Communications Team; 2008

PROFESSIONAL DEVELOPMENT

- VCU Brandcenter Executive Leadership series for Creative Directors; August 2008
- Bell Leadership Institute Achiever's Leadership Program; April 1996 – December 2005