

What You Get

A **marketing and communications professional** with over 20 years of experience in traditional and new media. A **team leader** experienced in managing writers, designers, Webmasters, and the overall creative process. A **team player** who works well with other people and departments. A **strategist** who understands how to read research and get it translated into effective marketing programs. A **strong writer** who understands the impact of clarity. An **innovator** who has developed and championed unique solutions. A **film, video, and multimedia content producer** who has spent years on location and in edit bays cranking out award-winning TV commercials and presentations. A **responsible manager** with experience overseeing large budgets and handling multiple projects at once. A guy who is hard working, loyal, dedicated, and calm in a crisis.

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What I Believe About Marketing and Advertising

Find the benefit. Not for you. For the people you're trying to influence. If your advertising doesn't communicate benefits, nothing else will matter. **Focus.** Do fewer things; then, do the things you do in a bigger way. **Targeting is more important.** The mass market is splintering. Advertising must be precisely crafted and targeted to the right audience. **Use the Internet to listen.** Sure, you can use the Web to talk to anyone in the world, but its real power lies in connecting and interacting with your customers. **Graphic design is a critical component.** So much of branding and identity depends on this discipline... design must be unique and stand out. **Immediacy has impact.** Whenever you can take advantage of current events in your marketing materials, your message gains relevancy and stands a better chance of getting noticed. **We're heading to a one-to-one future.** Consumer and business loyalty is eroding. Talking to our prospects directly, through targeted direct marketing techniques, can help rebuild this loyalty.

The Track Record

Here's where I learned a lot of this stuff, and put it to work.

North Carolina Department of Commerce	Raleigh, NC	Deputy Communications Director	October 2014 - Present
N.C. Department of Commerce	Raleigh, NC	Director, Marketing	June 2006 - October 2014
MarketingWorks RTP	Durham, NC	Owner/Principal	December 2001 - Present
ROI Marketing Management	Raleigh, NC	Marketing Manager	Sept. 2000 - August 2002
KOZ.com	RTP, NC	Director; Marketing Programs	February 1999 - Sept. 2000
WTVD/ABC Disney	Durham, NC	Creative Services Director	April 1992 - January 1999
KTSP-TV	Phoenix, AZ	Promotion Supervisor	May 1989 - April 1992
KTSP-TV	Phoenix, AZ	Promotion Writer/Producer	August 1986 - May 1989
WTIN-TV	Washington, NC	Promotion/Production Director	August 1982 - August 1986
WRAL-FM	Raleigh, NC	Production Specialist	1978 - August 1982

The Kudos

If it wasn't for the EMMYs, my in-laws really wouldn't understand what I do.

- National Television Academy of Arts and Sciences EMMY for Public Service, 1990
- PROMAX Gold Medallion Award, 1995
- Rocky Mountain Regional EMMY, 1992
- A variety of regional ADDY and TELLY awards
- International Economic Development Council Silver Award for New Media, 2012 (team)

Education

Yes, I was there when Michael Jordan and the Tarheels won the Final Four.

BA in Radio, Television, and Motion Pictures and Speech Communication from the University of North Carolina at Chapel Hill, May 1982

References and additional information available on request.