

# **JACQUES D. GAUTREAUX**

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## **SUMMARY OF QUALIFICATIONS:**

Twenty-seven years of experience in management, operations, marketing, client satisfaction and production.

- Management of marketing and sales, including publishing, purchasing, direct response advertising, special events, direct mail, online marketing, telemarketing, search engine marketing, search engine optimization, Google Analytics, Google AdWords, social media marketing using Twitter and Facebook.
- Management of operations and production, including finance, project management, manufacturing, production, purchasing, plant operations and maintenance.
- Knowledge of industry computer software in support of the responsibilities noted above.
- Ability to utilize my experience and knowledge successfully across multiple industries including printing, direct mail, automotive and publishing.
- Outstanding ability to connect with people and be part of a successful team.
- Proven track record of success through honesty, integrity, stability and deep ties to my community.

## **EMPLOYMENT HISTORY**

### **R. Zaballos & Sons, Inc.**

#### **Director of Operations January 2015-July 2016**

Plan and direct all aspects of the organizations daily operations to improve productivity and efficiency and to direct the development of the organization to ensure future growth.

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- Rebuilt corporate website for better engagement and to improve public facing image
- Created automated client online forms for better client interaction and more effective trouble ticket response times and tracking
- Updated presence on Yelp!, Google + and Facebook for improved branding and customer response
- Significantly improved relations between management and tenants by upgrading communications channels using email, newsletters and live events

- Responsible for booking over \$1 million in commercial property leases in 5 months to bring company up to 99% occupancy from the first time in their history
- Helped improve relationship between board of Directors and management by improving communications and quarterly meetings
- Work with staff to prepare and control first-time operational budgets

### **Bulldog Reporter**

#### **Chief Operating Officer and Vice President of Marketing, 2005-2006/2007-2014**

Manage operations, marketing and staff of 27 in all phases of online publishing.

- Generated sales of up to \$2 million dollars per year (80% of the company's revenue) through marketing -email, direct mail, design and implementation, lead generation for webinars, books, live events and database products.
- Reduced email marketing costs by 35% over time through analysis and vendor selection
- Relocated Company and handled all logistics and vendor coordination on time and on budget
- Reduced daily operations costs annually through more effective purchasing and continuous improvement of business systems including the creation of a business dashboard that monitors the businesses KPI's on a monthly basis.
- Reduced IT expenses through better management of resources-network, exchange server, application support and the migration to Drupal from a proprietary system.
- Managed the Human Resource function-benefits, hiring, terminations, conflict resolution and 401k.

### **Admail Express, Inc.**

#### **Operations Manager, 2006-2007**

- Manage 30 print, mail and data processing staff
- Supervise and schedule work through the plant and manage production.
- Create direct mail and print estimates, create and analyze job costing reports, manage cash flow, pricing and costs.
- Manage and negotiate vendor relationships including paper, packaging materials and supplies.

### **Corporate Motors, Hayward, CA**

#### **Director of Marketing, 2000-2005**

Responsible for the creation and management of direct marketing campaigns for over 50 private, credit union automobile sales events annually.

- Created and implemented weekly direct mail marketing campaigns for Credit Union auto sales which resulted in annual sales in excess of \$60,000,000 per year in pre-owned vehicle sales
- Increased profits by lowering marketing costs in areas of direct mail, print and graphic design by 10-15% over time through better planning and

- negotiation of rates. Purchased over \$1,000,000 per year in direct mail, printing and design services.
- Designed a system to automate the printing of car sale price tags which saved many hours of labor on a weekly basis
- Created successful new and pre-owned weekly automotive ads for local newspaper

### **Robert Mattoch Direct Marketing, San Jose, CA.**

#### **Vice President of Operations and Sales, 1997-2000**

Supervise and train 35 employees in operations and sales. • Responsible for cost of goods. Manage annual purchasing budget; analyze supply, labor, and material costs, predict sales and profitability. Purchase equipment, negotiate service contracts, and maintain vendor relations. Generate job costing reports, and create annual budgets.

- Successfully merged and relocated three companies into a single company including planning, logistics, construction, installation and personnel on-time and on-budget.
- Oversaw integration of digital printing into traditional offset printing company including marketing and sales strategy.
- Integrated electronic estimating system into traditional print and mail operation
- Create production systems and procedures. Create niche product markets and strategies to increase sales to these markets.
- Combined three companies and locations into one and handled all logistics involved.

### **PRIOR EMPLOYMENT**

#### **Publications Ink Printing, Emeryville**

#### **General Manager/Sales-Marketing Manager, 1993-1997**

#### **Litho Development and Research, San Francisco**

#### **Sales Representative, 1992**

#### **First Western Graphics, San Leandro**

#### **Plant Purchasing Manager, 1989 - 1992**

### **PROFESSIONAL AFFILIATIONS**

Board of Directors-Hayward Area Historical Society

Board of Directors-Hayward Chamber of Commerce

Leadership Hayward Class of 2016

### **EDUCATION**

B.S. Graphic Communication, Printing Management

**California Polytechnic State University, San Luis Obispo.**

General Coursework

**Chabot College Hayward**

High School Diploma

**Foothill High School Pleasanton, CA**