

JACQUES D. GAUTREAUX

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SUMMARY OF QUALIFICATIONS:

Experience in marketing, management, operations, client satisfaction and production.

- Management of marketing and sales, including 5 years auto industry marketing, 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.
- Willing to travel as needed.
- Proven track record of success through honesty, integrity, stability and deep ties to my community.

EMPLOYMENT HISTORY

Freelance Work

Business Consultant September 2016-Present

Work with small to medium size organizations and non-profits to provide needed services and solutions. Current client portfolio

- Provide outside sales and business development services to Case Industries in Hayward CA. Create website (www.caseindustries.com) and support marketing materials. Implement CRM system for tracking sales, leads, clients and tasks. Make in person cold sales calls. Manage and nurture ongoing client relationships. **September 2016-present**
- Provide back-end tech support, database work, Salsa CRM implementation and marketing management (digital and traditional ads plus social media) implement website SEO for Facts and Logic about the Middle East (www.factsandlogic.org) a Bay Area non-profit organization. **October 2014-present**
- Create new website and set up marketing automation system for Fired Up Marketing (www.firedupmarketing.biz) in Oakland CA. Ongoing project relationship as needed. **October 2016-present**

- Work with Admail Express in Hayward to configure Midnight Systems plant management software system. **December 2017-February 2018.**
- Create website for Christopher Rose at <https://www.worldsmostinfluentialpeople.com/>. Project is in progress. **February 2018-present.**

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.

- Planned and directed all aspects of the organizations operations, to improve productivity and efficiency and to direct the development of the organization to ensure future growth
- 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

VP Marketing & Chief Operating Officer, 2005-2006/2007-2014

Manage Marketing and Operations 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 managed 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

- Managed 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 Marketing, 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-Current Board Treasurer
(August 2016-present)

Board of Directors-Hayward Chamber of Commerce (July 2016-present)

Member Citizens Oversight Committee for Chabot Las Positas College Measure
A and B (April 2016-present)

Leadership Hayward Class of 2016 (October 2015-June 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