

Clayton P. King

Communications | Marketing

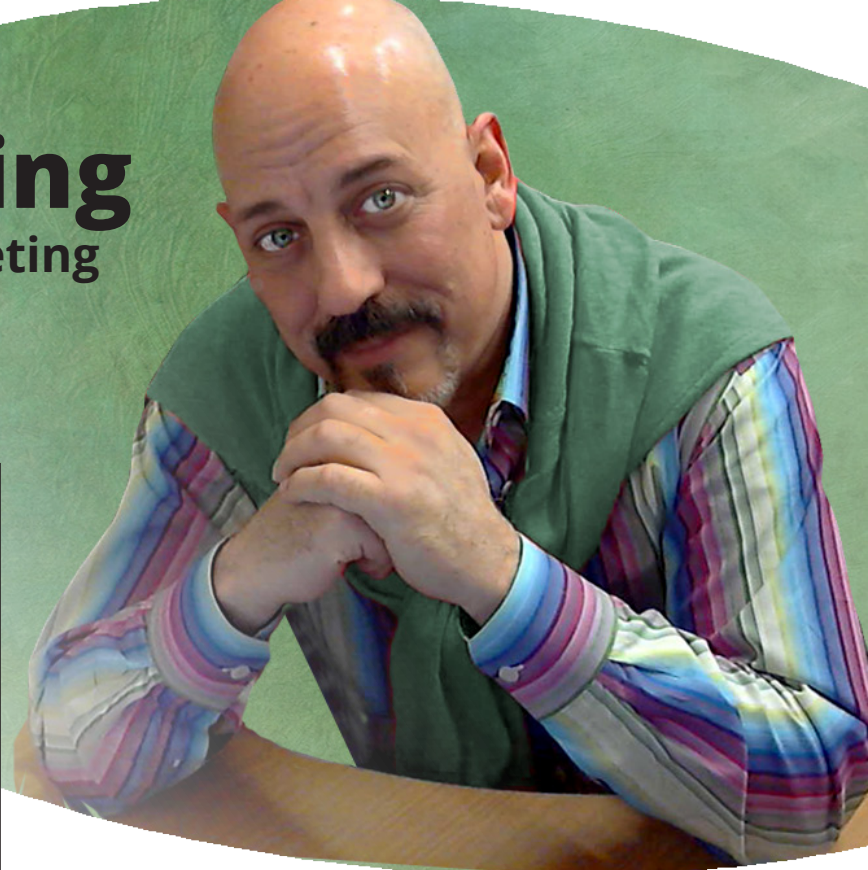
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About Me

Energetic and highly motivated communicator, relationship manager and team leader. Extensive publishing and design background with a natural ability to build consensus among peers and teams by balancing company objectives with departmental capabilities.

Snapshot

- ◆ 15+ years managing internal and external communications and relationships.
- ◆ Desired business shift to 55% corporate/45% vacation/leisure through effective marketing.
- ◆ Increase of 35% in group travel sales.
- ◆ Negotiated favorable conference hotel rates.
- ◆ Increased team productivity by 30% through realignment of job focus.
- ◆ 25% annual savings in annual users convention cost.
- ◆ 45% savings in departmental expenses through training and streamlining staff functions.
- ◆ 35% equipment savings through copier lease negotiations.
- ◆ 28% operational cost improvement through supply negotiation and process accountability.
- ◆ Converted manual legacy membership system to relational database.
- ◆ 22% membership increase; exceeded goal by 20%
- ◆ Achieved savings in bringing magazine production in-house.



Quick Career History

Artizan-Columbia, SC

Owner

April 2011–December 2016

Tramex Travel-Austin, TX

Director of Marketing

February 1999 –December 2007

Computer Sciences Corporation-Austin, TX

*Manager, Corporate Communications
& Customer Events (Promotion)*

February 1997–December 1998

Computer Sciences Corporation-Austin, TX

Marketing Coordinator, Life Division (Promotion)
February 1996–February 1997

Computer Sciences Corporation-Austin, TX

Publication Services Supervisor
February 1991–February 1996

Independent Bankers Association of Texas-Austin, TX

Director of Membership
June 1989–February 1991

Sheshunoff Information Services

Technical Coordinator & More
June 1986–February 1989

Expanded Career History

Artizan, LLC | Columbia, SC

4/2011-12/2016

Owner & Managing Partner

Gallery supporting the American crafts movement, representing artists and fine craftspeople throughout the southern United States. Well-known for its unique offerings, selection and customer experience. Responsible for gallery operation, merchandising, and building & maintaining community brand.

- ◆ 132% growth of physical space produced by completing a major renovation in 100 days.
- ◆ 27% YOY growth achieved by collaborating with area artists and community to enhance brand and perception.

Hawk's Rest, LLC | Austin, TX

2007-2008

Owner

Online venture in retail jewelry sales. This startup company grew to approximately \$100K sales in one year. Due to relocation to Columbia, SC in 2009, the company was put on hiatus and later rebranded as a brick and mortar business.

- ◆ Significant increase in sales productivity through development and execution of national advertising campaign and successful brand establishment.

Tramex Travel | Austin, TX

2/1999-12/2007

Director of Marketing

Large regional travel agency with business mix of corporate and vacation travelers, with five offices in Central and North Texas. Overall responsibility for all marketing including advertising, corporate communication, vendor negotiations and vendor relationships. Served as liaison and relationship manager for Frito-Lay and Yum Brands employee travel programs across nine offices nationwide. Assisted in development of group business and executive meeting programs.

- ◆ Achieved desired business shift to 55% corporate/45% vacation/leisure through effective marketing.
- ◆ Increase of 35% in group sales.

Computer Sciences Corporation (CSC) | Austin, TX

2/1991-12/1998

Promotion: Manager, Corporate Communication & Customer Events 2/1997-12/1998

Tier-one systems integration and consulting firm with over 12 billion in revenues and 70,000 employees. Managed a \$1 million P&L. Also served as company relationship manager to external users group board of directors, had overall responsibility for annual users conference, executive meetings, and tradeshow participation.

- ◆ Maintained or improved conference hotel rates in spite of a tight negotiation climate.
- ◆ Increased team productivity by 30% through realignment of job focus.
- ◆ Achieved 25% annual savings in users conference cost through redundancy elimination.

Computer Sciences Corporation (CSC) | Austin, TX

2/1996-2/1997

Promotion: Marketing Coordinator

Managed Life Insurance Division marketing and communication efforts for all life insurance initiatives. Served as division liaison for users conference planning and execution. Also managed relationship with outside vendors for Life Marketing efforts including technology, marketing and PR firms. Assisted in product development for agency-level sales tool. In February 1996, this department was integrated with other marketing areas within the company to form Industry Communications.

Computer Sciences Corporation (CSC) | Austin, TX

2/1991-2/1996

Publication Services Supervisor

Managed in-house creative center, including graphic design and word processing/publishing, copy center and printing facility. Also had responsibility for managing 22 company "public" photocopiers used by departments.

- ◆ Achieved 45% savings in departmental expenses through training and streamlining staff functions.
- ◆ 35% equipment savings through copier lease negotiations.
- ◆ Achieved 28% operational cost improvement through supply negotiation and process accountability.

Independent Bankers Association of Texas (IBAT) | Austin, TX

6/1989-2/1991

Director of Membership

State-wide trade association with over 800 bank and 150 affiliate members. Association also offers continuing certification training to bank employees. Worked with association board of directors and staff to develop agenda and scheduling for quarterly meetings and annual conference. Produced monthly printed magazine and other association communication.

- ◆ Converted manual legacy membership system to relational database.
- ◆ 22% increase in new membership and 29% increase in retained memberships; exceeded goal by 20%
- ◆ Achieved savings in bringing magazine production in-house.

Sheshunoff Information Services, Inc. | Austin, TX

6/1988-2/1989

Promotion: Technical Coordinator

Multi-faceted business services and publishing organization, including bank mergers and acquisitions, publishing, software, and executive networking opportunities. This promotion afforded me the opportunity to work with various areas of the company to coordinate the needs of the business units.

Sheshunoff Information Services, Inc. | Austin, TX

6/1986-6/1988

Position: Senior Word Processing Operator, 6/1986-2/1988

Typing complex documents and managing 60,000-document library over 2,000 disks. Projects typically included multi-volume bank education materials, software manuals, and white papers.

Education, Certification & Skills

1984-Bachelor's Degree
Musical Theatre Performance
University of Houston, Clear Lake, Texas

1982-Associate's Degree
Theatre Performance
Galveston College, Galveston, Texas

2000-Certified Adobe Creative Suite Professional

Management Experience

- ◆ Proven record of effective team management (balance between corporate & creative requirements)
- ◆ Comfortable with managing outside vendors/freelance staff and agencies.
- ◆ Interactive and participatory management style

Technical

- ◆ PC technical experience (software/hardware)
- ◆ Extensive software experience including:
 - MS Office (up to 2010)
 - Adobe Creative Suite (up to CC)
 - CorelDRAW Suite

Meeting Planning and Coordination

- ◆ Conference planning and logistics

- ◆ Tradeshow management and follow-up
- ◆ Strategic planning and content construction
- ◆ Overall budgetary responsibility

MarCom and Production

- ◆ Strong written and verbal communication skills
- ◆ Natural ability to manage relationships with comfort at all organizational levels
- ◆ Comfort in eTechnology and web-based systems and processes
- ◆ Graphic design and layout (print/web)
- ◆ Hands-on database management and analysis
- ◆ Extensive background in print/media production and purchasing
- ◆ Project management and implementation
- ◆ Production and development of various publications and presentations in multiple media

Memberships & Affiliations

Member, American Management Association (AMA)

Member, International Association of Business Communicators (IABC)

Member, National Association of Desktop Publishers (NADTP)

Past Board Member, Township Auditorium, Columbia, SC

Past Board Member, SC Gay & Lesbian Business Guild

Music and Worship Leader Reformation Lutheran Church

References Gladly Shared