



William 'BJ' Harrington

Marketing Professional
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CAREER SUMMARY

A well-rounded marketing professional with a distinctive and successful career spanning several market segments. Having developed and managed results-driven marketing departments for industrial, chemical, and consumer segments. Also contributed as a team member in advertising and public relations agencies.

SKILLS

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|------------------------|---------------------|------------------|---------------------|
| Marketing Management | Budgeting | Web Development | Digital Advertising |
| Graphic Communications | Product Development | Public Relations | SEO, SEM, ERP, CMS |
| Brand Development | Project Management | Market Research | Trade Shows |

ACCOMPLISHMENTS

Tiger-Sul Products, LLC (Manufacturer of Sulphur Bentonite Fertilizers) **Marketing Manager: 2018 – Present**

Recruited to help an established but struggling manufacturer get back its market share while reducing the marketing budget. This was accomplished by bringing all ad agency projects in-house and by reworking their traditional print advertising strategy into a high-performing digital outreach strategy. The strategy included rebuilding and SEO-optimizing the website and setting up massive advertising programs with programmatic marketing. Additional impact was achieved through the development of effective marketing materials in-house (e.g., videos, brochures, advertorials, digital advertisements, public speaking events, trade shows, and more).

Results: Independence from ad agencies, reducing budget by two-thirds, creating more organic web traffic, qualified sales leads, effective marketing materials, and increasing total sales (NDA). Increased LinkedIn followers by 1643% and YouTube monthly minutes viewed by 344% within five years. Regained lost market share from new competitors. Changes in marketing helped demonstrate to equity group owners a new financial viability for the company.

Stoller USA (Manufacturer of Crop Inputs, Biostimulants, Plant Hormones) **Marketing Director: 2016-2018**

Directed marketing, advertising, and fertilizer regulatory activities of crop inputs and plant growth regulators. Focus was on brand building, repairing relationships with former customers, customer/farmer education, and product portfolio management. Managed a marketing team of five and initially worked with ad agencies. Also lead an international marketing committee to synchronize global subsidiaries with consistent branding, messaging and mission. Leveraged a proprietary GIS to access 1.8 million agricultural contacts through an agricultural media company to provide sales reps with highly qualified sales leads segmented by geography, demographics, crops, etc.

Results: Reduced dependencies on agencies, decreasing the marketing budget by over \$1 million.

Control Solutions, Inc. (Manufacturer of Commercial and Consumer Pesticides) **Marketing Manager: 2013-2016**

Managed a marketing team and worked with sales teams from four business units to build messaging for customers and end users to increase sales, build brand awareness, and increase product loyalty. Heavily involved in EPA/FIFRA product label development. Marketing grew sales through developing innovative and effective advertising, consumer- and distributor-focused web experiences, timely press releases, comprehensive trade show management, smart packaging, engaging social media, and consistent public relations. Worked closely with majority owner ADAMA, the world's largest post-patent pesticide manufacturer, on total company and product rebranding project.

Results: Over 42% sales growth in three years.

TS Distributors, LLC (Metal Fabrication Equipment and Structural Steel Distributor) **Marketing Manager: 2004-2013**

Managed marketing and advertising activities for this new industrial distributor. Focus was on business start-up and transforming regional operation into a nationwide distributor. Leading/managing a team of two, utilizing the latest CMS, we developed 650-page digital and print catalogs plus an e-commerce website with over 4,000 products. Lead efforts to improve distribution efficiency as well as sales process improvements.

Results: Launched successful startup, key driver of 20% yearly sales growth, added new location within five years.

EDUCATION

Stephen F Austin State University: Math and Geology
The Art Institute: Graphic Art

PORTFOLIO AND REFERENCES UPON REQUEST