

Jeff Doubek

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Profile

- ★ Consistently strong producer of meaningful and compelling marketing campaigns, providing authoritative voice for high-tech manufacturers and a non-profit organization.
- ★ Led non-profit organization (handpicked for role) from mediocrity into national acclaim for quality and success through strategic vision and hands-on implementation.
- ★ Wrote memorable, jargon-free copy through 15-years of direct mail, press releases, Web sites, brochures, sales letters, PowerPoint and ad copy.
- ★ Earned leadership role in corporate team using dynamic speaking and listening skills. Successful at building and maintaining relationships with co-workers and clients.

Experience

1998–2008 Freelance Marketing Professional

Developed successful freelance agency providing copywriting, brochures, direct mail and Web site design for small to medium businesses. Including: introductory brochure and Web site copy for dotcom launch; persuasive educational referendum flier; Web and print content for high-tech product launch.

1999–2007 Executive Director Geneva Lake Sailing School, Fontana, WI

Rebuilt non-profit organization from ground up, conceptualizing and implementing an identity and strategic plan that generated revenue gains to accomplish a break-even budget. Managed operations, staff of 10, and promoted and chaired two major annual events.

- Raised \$40K-\$60K charitable funds annually through passionate mailers and colorful event presentations.
- Established Web site as main communications hub – utilized Web content, e-letters and e-commerce to connect a scattered seasonal customer base.

1998–1999 Copywriter ColorSpan Corporation, Eden Prairie, MN

Reinforced company position as technology leader through consistent messages in Web content, brochures, trade magazine ads, sales letters, tradeshow signage. Emerged as team leader for creative concept development.

- Conceptualized “Rock-n-Roll Roadshow” theme for multi-city training event, including invitation, signage and supporting pieces.
- Developed features and benefits copy for three new product releases through meetings with engineering and sales departments.

1997–1998 Marketing Specialist Methode Electronics, Chicago, IL

Boosted sales support attending trade shows and providing communications link with sales rep network. Wrote 40-page training manual and PowerPoint on fiber optic termination for sales rep product training. Maintained Web content, brochure and ad copy.

Education

1987-1991 Bachelor of Arts, Journalism Colorado State University, Fort Collins, CO

Awards & Affiliations

- **Elected School Board Member:** Linn JT6 Elementary, 2006-07
- **Honored:** 2004 “Outstanding Director of a Season Program” by US Sailing
- **Regional Vice President:** Midwest Interscholastic Sailing Association, 2006-07
- **Winning Youth Sailing Coach:** Annually placed at least three top 10 finishers, past 5 yrs.

Technical Skills

Proficient in Microsoft Office, Adobe Illustrator, Photoshop, InDesign, QuarkXPress, HTML Editing, Dreamweaver, CSS, XML, FrameMaker, Windows, Mac-OS