

JOSEPH B. RADDING

- Director, Integrated Marketing and Brand Communications
- Creative Director/Designer/Writer • Educator

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COMPETENCIES

- Strategic communications planning, production
- Integrated marketing communications
- Brand development and management
- Creative conceptualization
- Art Direction and Graphic design
- Copywriting
- Social media and content strategy
- Education and training, course development
- Motivational leadership, mentoring, management
- Project management, multiple office locations
- Client relationship development
- Cost reduction through process improvement
- National brands, start-ups, non-profits
- B2C, B2B, and B2TradeChannel communications

PROFESSIONAL EXPERIENCE

InterSection Marketing Communications

2005-Present

Principal, Marketing and Creative Strategist, Creative Director

Provide full-service marketing communication strategy and process improvement for new business and product launch, branding and rebranding, tactical planning, public relations strategy, creative concept/design/writing/and production services, vendor management.

Achievements:

- **New business/product launch and development:**
 - **Improved client agency new account success**
 - Directed client agency transition into a full service agency.
 - Created and implemented business development tools to win new clients including integrated and social media campaigns for product launches, automotive manufacturers, and financial services companies
 - Increased the firm's new account wins over the previous year.
 - **Development communications** for agency client for Macomb County, Michigan, development and business investment campaign for China. Results include investments in Michigan by Yanfeng and Comau totaling more than \$16M and over 400 jobs.
 - **Successful new product launch** for Triton Stormwater Solutions for agency client resulting in contracts with national retailers including Wal-Mart.
 - **New capability campaign** for Hino Truck (Toyota) for agency client, exceeded response goals by 11%, increased sales by 14%.
 - **New company launch** of Ann Arbor State Bank for agency client exceeded capitalization requirements, grew to 72nd largest Michigan bank
 - Competitive analysis, market and brand strategy, creative/art direction, design, production.
- **Increased traffic:**
 - **Analyzed and planned program improvements** to GM Rides, Vibes & Chrome tour for event-marketing agency Aspen Marketing. Integrated underutilized campaign components and social media to drive traffic increase to participating auto dealerships and 90% sales increase during event
 - **Analyzed and planned improvements** for Mutual of Omaha Pavilion at Henry Doorly Zoo for event-marketing agency Aspen Marketing. Researched educational need and learning styles of different age groups, concepted age appropriate displays, redefined pavilion as destination attraction, achieved increased attendance.
- **Increased sales, profitability and client satisfaction:**
 - As contract creative director and director of creative services for agency client Systems Technology International, increased sales by 22%, increased profitability of creative services by 25%

Momentum Worldwide (McCann Worldgroup), Birmingham, MI

2004-05

Associate Creative Director, Marketing Integration

Achievements:

- **Process improvement for marketing communications integration.** Analyzed, created, implemented inter- and intra-agency changes resulting in improved client satisfaction, reduced production time and costs, increased campaign effectiveness.
- **Coordinated campaign development produced in multiple office locations** for GM programs, including "Hot Button" Program, achieved 2 million dealership visits, 2% of U.S. households participated, 40+% of participants were competitive-vehicle owners. Perceptions of GM improved for 50% of participants, over 50% expected to purchase new vehicle within 12 months

Carlson Marketing Group (now Aimia), Troy, MI
Associate Creative Director

1999-2004

Creative/Art Directed, coordinated, managed campaign development simultaneously produced in multiple office locations

Achievements:

- **Award-winning Saab events and direct marketing campaigns:**
 - Real Life Road Test consumer test-drive event exceeded client test-drive goals by 13%, increased sales by 20%.
 - Saab Extreme IMAX test-drive promotion, Family Circle Tennis Cup test-drive ticket giveaway increased regional market awareness and test drives by 12%
 - Creative/art direction, design, production of marketing communication materials
- **Successful events and meetings:**
 - Concepted/created communications for highly successful grand opening events for Northwest Airlines.
 - Art/Creative directed national business meetings for Subaru and General Motors Corporation.

Maritz, Inc., Southfield, MI
Creative Director

1989-1999

Creative direction, management, and coordination of creative staff, projects, and campaigns across multiple office locations:

Achievements:

- **Creative staff and vendor management:**
Rebuilt creative department after downsizing cycle, and implemented streamlined production processes.
- **Award-winning, national meetings:**
Art/Creative directed national meetings for Lincoln and Pontiac, art directed award-winning videos.
- **Auto dealership traffic building campaigns:**
Art/Creative directed Chevy Corvette direct mail, increased sales 70% nationwide over previous year.

ACADEMIC EMPLOYMENT EXPERIENCE

Lecturer, Integrated Marketing Communications/Marketing/Advertising

Eastern Michigan University, College of Business, Ypsilanti, MI 48197

2010-Present

Teaching undergraduate and graduate courses in advertising, marketing, creative strategy, integrated marketing communications, audience behavior
Faculty sponsor, EMU Advertising Club

Adjunct Instructor

2014-2015

Robert Morris University, Moon Township, PA

Teaching undergraduate courses in graphic design, advertising

Adjunct Instructor

Community College of Beaver County, Monaca, PA

2013-2014

Teaching undergraduate courses in graphic design, copywriting, digital photography
Member: Enrollment Management Group. Chair: Integrated Marketing Subcommittee

Academic Director, Graphic/Web/Interior Design and Art Foundations

The Art Institute of Michigan, Novi, MI

2012-2013

Supervised full-and part-time faculty, developed course schedules, taught classes, advised students

Faculty

The Art Institute of Atlanta, Atlanta, GA

2010-2011

Taught undergraduate courses in graphic design, advertising and brand strategy
Member- Curriculum Committee

Adjunct Instructor

The Art Institute of Michigan, Novi, MI

2009-10, 2012

Taught undergraduate courses in graphic design, advertising and brand strategy

EDUCATION

EASTERN MICHIGAN UNIVERSITY, Ypsilanti, MI

M.S. Integrated Marketing Communications • Certificate of Outstanding Achievement

NORTHWESTERN UNIVERSITY, Evanston, IL

B.A. Art Theory and Practice • Teaching Certification

PROFESSIONAL PRESENTATIONS

- **“Freelancing: Preparation, Promotion, Process”**
The Pennsylvania State University, University Park, PA
- **“The Creative Savvy Account Executive/The Account Savvy Creative”**
The Pennsylvania State University, University Park, PA
- **“Inspiration and Practicality: A Panel Discussion”**
Central Pennsylvania Creative Professionals, University Park, PA
- **“Process Visualization of IMC”**
The American Academy of Advertising annual conference, Albuquerque, NM
- **“Integration Mapping: The Visual Representation of IMC”**
The Chicago Assoc. of Direct Marketing Educational Foundation (CADMEF), Chicago, IL
- **“Freelancing: Preparation, Promotion, Process”**
The Art Institute of Michigan, Novi, MI; The Art Institute of Atlanta, Atlanta, GA
- **“Logo Design and Brand Launch”**
Taubman College of Architecture and Urban Planning, The University of Michigan
- **“Meaningful Measurement of Marketing Initiatives”**
Michigan Educational Conference, The Credit Union Executives Society, Detroit, MI
- **“Logo Design and Brand Development”**
Entrepreneur Bootcamp, TechTown at Wayne State University, Detroit, Michigan
- **“Managing a Creative Organization”**
Direct Marketing Association of Detroit
- **“Creative Careers in Marketing and Advertising”**
Purdue University, Indiana

PUBLICATIONS (non-refereed)

- Radding, Joseph. (2017). Suits Plus Creatives: A Guide to Collaborating and Communicating Across the Advertising Agency Divide. Irvine, CA: Melvin & Leigh. 2017.
- Radding, Joseph. (2010). The Aesthetics of (Historical Re-Creation) Events. The Known World Handbook, (pages 221-222). Milpitas, CA: The Society for Creative Anachronism, Inc.
- Radding, Joseph. (2007, Winter). A Parable of Integrated Marketing Communications. IMC Update, 1 (1), 1-2. Ypsilanti, MI: Eastern Michigan University.

PUBLICATIONS (refereed)

- Radding, Joseph. (2011, May). Integration Mapping: The Visual Representation of IMC. Paper presented at CADMEF 2011 Annual Conference. Chicago, IL.
- Radding, Joseph. (2013, April). Visual Learners use Visual Tools: Developing process visualization tools to creatively teach IMC strategy and tactics. Paper presented at The American Academy of Advertising Annual Conference. Albuquerque, NM.

AWARDS

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| • Certificate of Outstanding Achievement, Eastern Michigan University | • Ford Motor Company Marketing Award(s) |
| • Direct Marketing Association of Detroit, Target Award(s) | • Maritz Marketing Master Award(s) |
| • Carlson Marketing Group, Client Recognition Award(s) | • Telly Award for Video, Lincoln-Mercury Introduction Show Video |
| | • APEX Award for Publication Excellence, Ford/UAW Employee Annual Report |

VOLUNTEER POSITIONS

- Chair, Integrated Marketing and Enrollment Committee, Community College of Beaver County
- Communications Committee, The American Academy of Advertising
- Public Relations and Publicity Committee, Art All Night (Lawrenceville/Pittsburgh)
- Direct Marketing Association of Detroit, Target Awards Committee Creative Director
- Ann Arbor Civic Theater, Ann Arbor, MI,
 - Board of Directors
 - Secretary of the Board
- The Society for Creative Anachronism, Inc., Milpitas, CA
 - Board of Directors
 - Lifetime Award for Outstanding Achievement