

# LEIGH FOX

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## PROFESSIONAL EXPERIENCE:

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### Marketing Manager

Johnson Automotive Group

Raleigh, NC

Feb 2012 to Present

*Johnson Automotive is a multi-state privately held corporation with eight retail franchises including luxury and import products. The Marketing Manager directs the Marketing Department and reports directly to the CEO.*

- ▶ Responsible for developing and implementing marketing strategy for entire group. Eight locations, 6 different nameplates: Lexus, Porsche, Honda, Subaru, Hyundai, Fiat. Three states: NC, MD, and FL.
- ▶ Manages a \$5.3 million annual marketing budget, including \$1 million in online advertising, to successfully meet organizational objectives. *Examples: After implementing an aggressive SEM Lexus preowned campaign, our Raleigh dealership rose to rank sixth in the nation for Lexus CPO vehicles sold in April 2013. Tripled monthly website traffic & leads with implementation of Google PPC for Porsche of Annapolis. Our Subaru dealership experienced a 26% increase in unit sales and 25% increase in revenue from 2010-2011 and became the #1 volume Subaru dealer in the district. Our Hyundai dealership saw a 69% increase in unit sales and 40% increase in sales revenue from 2010-2011.*
- ▶ Secured \$1 million (to-date) in cooperative manufacturer cost-subsidization through strict compliance control. Expert financial planning and management of marketing budgets. Adept at executing cost and benefit analysis of marketing activities versus availability of resources and dealerships' goals.
- ▶ Restructured Marketing Department for efficiency and cost savings; Hired, trained and managed 3 direct reports and 7 part time event staffers. Implemented project management software Asana for streamlined team task management.
- ▶ Built and maintains rapport with all stakeholders including CEO, CFO, COO, manufacturers' agencies, and over 70+ vendors and tier III agencies.
- ▶ Writes all advertising copy. Produced over 100+ radio and TV spots, and dozens of corporate videos.
- ▶ Implemented Google Analytics for all dealership websites and improved lead tracking and analysis.
- ▶ Represents the company in press releases, events, and as on-air/camera spokesperson in 50+ radio and TV spots, as well as corporate videos
- ▶ Social Media Marketing: Established consistent and professional social media presence for dealerships resulting in increased customer communication and positive online reviews and interaction.
- ▶ Email Marketing: Used experience and strategic insight, layout and copywriting to increase broadcast email open rates from 13.4% to 32.5% and click-through rates from 4.8% to 20.4%.
- ▶ Event planning: Planned and hosted 20+ corporate and community events including product launches, team meetings, and marketing presentations with budgets ranging from \$300 to \$59,000 and attendance ranging from 150 to 1000 attendees.

### Assistant Marketing Manager

Johnson Automotive Group

Nov 2010 to Feb 2012

- ▶ Responsible for all graphic design. Used Adobe Suite software to develop all branding and campaign materials including digital display advertising, POS materials, billboards, all print materials, brochures and direct mail.
- ▶ Maintained web sites & online presence, SEO, Social Media, and SEM content & creation.
- ▶ Acted as Marketing Director during Director's maternity leave for latter part of 2011 (transitioned into Marketing Manager position after she resigned).

**Skillsets & Programs Expertise:** MS Suite: Excel, Powerpoint, Word; Adobe: Photoshop, Illustrator, InDesign; Google: Docs, PPC, Analytics; Email Marketing: Constant Contact, Mail Chimp, Aweber, Contactology; Web Apps: Survey Monkey, Shortstack, Asana, Evernote, ToDoist, Wrike. I love technology and seek out/rapidly adapt to new software that fulfills business needs.

**Director**  
Stanfield Fine Art

*Aspen, CO*  
Nov 2008 – Nov 2009

- ▶ Directed gallery staff and day-to-day. Personally grossed \$200k in sales revenue per season.
- ▶ Created online marketing with private-access websites to showcase art for select collector clientele
- ▶ Established and maintained vital customer relationships with collectors, new-sales & repeat clients.

**B2B Sales Representative**  
Los Angeles Duplication & Broadcasting

*Los Angeles, CA*  
2007 to 2008

- ▶ Landed first major television account («Ugly Betty») which initiated relationship for company's new product with ABC television network
- ▶ Demonstrated outstanding relationship-building, follow-through, and customer service to grow new online-digital division (LADB.TV) from ground-up.
- ▶ Presented to top-level production executives, producers, studio executives (ex: ABC, MGM, UA)
- ▶ Managed and developed marketing materials to supplement presentations.
- ▶ Up-sold highly technical product via inside-sales to existing and new clients;
- ▶ Promoted to oversee other rep's outside sales performance and handled follow-up.
- ▶ Earned new business by cold-calling, developing champions, and provided product & technical expertise on the company's Digital Distribution and Tracking System for post-production workflow.

**Marketing & Design Consultant**  
Cool Hand Promotions & Tier One Tutors

*Los Angeles, CA*  
2006 to 2008

- ▶ Designed company branding strategy and corporate visual identity
- ▶ Wrote and designed marketing collateral including print, direct mail, and promotional products.
- ▶ Created creative briefs for promotional product pitches to national brands including Fuel TV, Oxygen Network, EA games, Roxy, Slappys, Skate, Hip Hop International.
- ▶ Designed product comps, apparel layouts, event collateral, sell sheets, signs, banners, event badges and more under strict deadlines.

**Territory Manager**  
Millennium III

*Raleigh, NC*  
2004 to 2005

- ▶ Maintained quality relationships with 50+ territory SECU (credit union) branch managers.
- ▶ Oversaw installation of new computer software and hardware systems on hundreds of branch terminals.
- ▶ Provided knowledgeable technical support.
- ▶ Scheduled and maintained timetable for installation to cover central region of NC
- ▶ Performed follow-up walk-throughs of credit union branches to monitor success of new systems.

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## **EDUCATION:**

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University of North Carolina, Chapel Hill, NC. *1998 - Class of 2002*

**B.A. in Journalism - Marketing Concentration**

**B.A. in Fine Art**

**Minor in Photography**