

# NELSON DUFFLE

9423 Wrought Iron Court • Fairfax, VA 22032  
nelson.duffle@gmail.com (512) 731-1401 Mobile

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## MARKETING, COMMUNICATIONS and CREATIVE SERVICES EXECUTIVE

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- Highly accomplished executive with 27 successful years in marketing (digital and traditional), creative services, business communications, social media, copywriting, business development, and customer service.
  - Managed marketing staffs of 3 – 25 professionals, handled budgets up to \$2.5M, and directed outside agencies, contractors and vendors of all types. Have worked with technology, healthcare, educational, financial services, and consumer-centric companies.
  - Strong leader with an unbelievable “roll-up-the-shirtsleeves” work ethic. Highly skilled writer, speaker, presenter and author.
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## PROFESSIONAL EXPERIENCE

### **MARKETING, COMMUNICATIONS AND CREATIVE CONSULTANT** Northern Virginia, 2008 - present

I work with B2B and Federal clients to improve their marketing, social media, and business development plans. Recent clients include Kaiser Permanente (healthcare), Bureau of National Affairs (software), STG International (government staffing), Federal Occupational Health Services (government agency), and Amplifier Content Marketing (web services & magazine publishing).

### **MANAGING DIRECTOR (Marketing Services)**

Online Resources Corporation

Chantilly, Virginia, 2005 – 2007

*Web-based financial firm that provides online banking and credit card services to 1,600+ financial institutions, with a staff of 600 employees and annual revenues of \$150M.*

- In charge of all corporate marketing, branding and sales support. Served on executive team and worked closely with C-level executives. Developed and executed integrated marketing strategies that helped generate \$15M in annual sales.
- Managed a marketing staff of seven (7), and an annual budget of \$2M.
- Developed annual marketing plans, generated demand for products, and executed lead generation campaigns (online and offline).
- Introduced Internet marketing, e-campaigns, SEO, PPC and results tracking. Revamped corporate website in 2006 and 2007.

### **SENIOR DIRECTOR (Marketing & Communications)**

NetSimplicity Software

Austin, Texas, 2003 – 2005

*Publicly-traded software firm that provides room scheduling products for colleges, universities, law firms and hospitals.*

- Managed all marketing, sales support, public relations and trade shows for this \$20M international software company.
- Developed strategic business and marketing plans. Helped launch new products. Refined all product messaging.
- Increased customer base by 25%, resulting in annual revenue growth of 30%.
- Managed marketing department of five, plus outside vendors. Controlled annual budget of \$1.5M.
- Created 37 lead generation campaigns, reaching 500,000 new prospects through direct mail, email blasts, webinars and advertising.

### **SENIOR DIRECTOR (Marketing & Communications)**

GlobalScape Software

San Antonio, Texas, 2001 – 2003

*Created, executed and tracked all marketing and sales support programs at this \$3M international software firm.*

- Launched and marketed new content management software products through advertising (print and online), PR campaigns, and trade shows in New York City, Boston and Las Vegas.
- Controlled an annual budget of \$2M. Managed outside PR firms and branding agencies.
- Wrote positioning statements, speeches, case studies, email campaigns, informational brochures and sales collateral.

**VICE PRESIDENT (Brand Management)**

Citigate Cunningham

Boston, MA and Austin, Texas, 2000 – 2001

*Opened and established new branding divisions in Boston and Austin for this international technology public relations firm.*

- Co-wrote the company business plan, mission statement, positioning platform and website content.
- Hired and managed 12 brand managers. Pitched 17 new prospects in 2000.
- Wrote positioning statements, executive speeches, case studies, white papers, email campaigns, informational brochures and sales support materials. Clients included Cisco, ComScore, Accel, Ventro and BulaBay.

**SENIOR VICE PRESIDENT (Educational Services)**

The Duffle Group

Boston, MA and Washington, D.C., 1997 - 2000

*Founded an award-winning marketing communications firm, specializing in education, financial services and healthcare.*

- Wrote the company business plan and mission statement. Landed initial startup funding.
- Prospected and pitched new business non-stop over 3 year period. 93% win/loss ratio on new accounts. Gross sales of \$1.5M.
- Created national education and training programs. Managed 15 associates (writers, designers, video producers and trainers).
- Clients included Fidelity Investments, John Hancock Mutual Funds, State and Federal Associates, and Barclays Global Investments.

**VICE PRESIDENT (Communications & Education)**

Fidelity Investments, and Scudder Investment Services

Boston, MA, 1993 – 1997

*Established & managed a new Financial Education Division; served as Creative Director on 40 Top Tier accounts*

- Developed 37 custom educational programs for major clients, including Shell Oil, Apple, Glaxo, and Campbell Soup.
- Personally conducted live seminars to 3,000+ employees.
- Built new Financial Education Division at Scudder, growing the team from 5 to 25 professionals in less than a year.
- Served on National Sales Teams that acquired \$1.7 billion in new assets from 1993 – 1997.

**EXECUTIVE DIRECTOR (Creative Services)**

State and Federal Associates, and Pracon Healthcare Marketing

Northern Virginia, 1987 - 1993

*Managed the Creative Services Departments; pitched new business to major pharmaceutical companies.*

- Developed lead generation programs that targeted physicians, pharmacists and patients nationwide.
- Managed marketing and advertising departments of 3 - 15 professionals.
- Conceptualized and produced campaigns (print, video, audio) that sold in excess of \$3-million.
- Helped win business with Merck, GlaxoSmithKline, Pfizer, Schering, Lederle and Wyeth-Ayerst.
- Co-managed international medical symposiums in France, Mexico, and Canada.

**ADDITIONAL EXPERIENCE**

- Creative Director at Ehrlich Manes Advertising – Bethesda, MD
- Award-winning journalist (TV, Radio, Print) – Austin, TX
- Published Author and Professional Speaker, specializing in business writing and information marketing
- On-Camera and Voice-over Narrator for corporate videos and advertisements
- National Marketing Award– Pensions & Investments Magazine
- National Bell Ringer Award – Public Relations Society of America

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**EDUCATION**

Bachelors Degree, Communications – University of Texas at Austin

Series 6, 63, and 65 FINRA Licenses (Financial Industry Regulatory Authority)

Sales Leadership Training – Boston, Massachusetts

Marketing Academy Training – Austin, Texas