

CLAYTON KING

EVENT PLANNING & MANAGEMENT

MARKETING & COMMUNICATIONS TEAM MANAGER

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WHY ME?

Seasoned Event/Conference Planner and Marketing Communications Manager with 20+ years at Fortune 100 companies, small business startups and non-profits. I am an energetic and highly motivated communicator, relationship manager and team Extensive publishing and design background with a natural ability to build consensus by balancing organizational objectives with departmental capabilities.



PROFESSIONAL SKILLS

Natural ability to manage relationships	●●●●●●
Contract Negotiation	●●●●●●
Event Planning	●●●●●●
Budgeting & Forecasting	●●●●●●
Process Improvement	●●●●●●
Detailed & Organized	●●●●●●
Effective Team Management	●●●●●●
Verbal/Written Communication	●●●●●●
Certified Adobe Professional	●●●●●●
Project Management/Implementation	●●●●●●
Hands-on database management	●●●●●●
Extensive print/media production	●●●●●●



ENTERPRISE SOFTWARE

Peoplesoft	●●●●●●
Marketplace (Touchnet)	●●●●●●
Eventbrite	●●●●●●
JotForm	●●●●●●
FileMaker Pro	●●●●●●



APPLICATION SOFTWARE

Adobe Photoshop	●●●●●●
Adobe Indesign	●●●●●●
Adobe Dreamweaver	●●●●●●
Adobe Illustrator	●●●●●●
CorelDRAW	●●●●●●
CorelPAINT	●●●●●●
Microsoft Word	●●●●●●
Microsoft Excel	●●●●●●
Microsoft Access	●●●●●●
Microsoft Powerpoint	●●●●●●



AFFILIATIONS

Member: International Association of Business Communicators
 Music Leader, Reformation Lutheran Church
 Past Board Member, Township Auditorium, Columbia, SC
 Past Board Member, SC Gay & Lesbian Business Guild
 Member: American Management Association



EDUCATION

BA Theatre: Theatre Performance 1984
 University of Houston, CLC Clear Lake, TX
 AA Theatre: Theatre Studies 1982
 Galveston College Galveston, TX

RELEVANT EMPLOYMENT HISTORY

Conference Coordinator **08/2017 to present**
College of Education, University of South Carolina – Columbia, SC

Assist with the development, planning, coordination, implementation and evaluation of conferences, events and special programs in the College of Education. Extensive use of FileMaker Pro and various online registration systems, including USC's Marketplace (Touchnet), Eventbrite and Jotform. Responsible for receipting registration payments and invoicing, as well as purchasing requests, deposit transmittals, etc., through Peoplesoft. Other skills used include Adobe Creative Suite for creating marketing and event materials, and website management. Position also involves direct contact with outside organizations and suppliers, as well as individual registrants.

Owner/Managing Partner **04/2011 to 12/2016**
Artizan – Columbia, SC

Operated gallery supporting the American crafts movement, representing artists and fine craftspeople throughout the southern United States. Well-known for its unique offerings, selection and outstanding customer experience. Responsible for gallery operation, merchandising, and building and maintaining community brand.

- 132% growth of physical space by completing a major renovation in the first 100 days.
- 27% YOY growth achieved by collaborating with area artists and community to enhance brand and perception.
- Delivered excellent customer service by greeting and assisting each customer.
- Addressed customer inquiries and resolved complaints.

Owner **2007-2008**
Hawk's Rest, LLC – Austin, TX

Created and operated online venture in retail jewelry sales; analyzed industry trends and compiled market research data to inform planning and strategy. Researched market competitors and industry trends to identify potential new products and services. This startup company grew to approximately \$100K sales in one year.

- Significant increase in sales productivity through development and execution of national advertising campaign and successful brand establishment.
- Directed targeted marketing efforts that introduced new products and promoted product visibility.

Director of Marketing **02/1999 to 12/2007**
Tramex Travel – Austin, TX

Supported large regional travel agency with business mix of corporate and vacation travelers, with five offices in Central and North Texas. Overall responsibility for all marketing communication including advertising, corporate communication, vendor negotiations and vendors. Served as liaison and relationship manager for Frito-Lay and Yum Brands employee travel programs across nine offices nationwide. Assisted in development of group business and executive meeting programs.

- Achieved desired business shift to 55% corporate/45% vacation/leisure through effective marketing.
- Increase of 35% in group sales.
- Directed a successful SEO and link-building campaign to increase the website's credibility and drive traffic.
- Targeted both offline and online consumers by designing a multi-pronged and comprehensive marketing strategy.
- Planned and negotiated media buys, including TV, radio, print and digital.
- Created effective messaging using language, graphics and marketing collateral.
- Developed partnerships with local businesses to secure third party promotions.
- Designed and created marketing collateral for sales meetings, trade shows and company executives.
- Managed both inbound and outbound marketing campaigns to generate new business and to support partner and sales teams.
- Managed the in-house advertising program consisting of print and media collateral pieces.

★ NOTEWORTHY ACCOMPLISHMENTS

- 20+ years managing communications & relationships
- Achieved business shift to 55% corporate/45% vacation/leisure through effective marketing
- Increase of 35% in group travel sales
- Negotiated favorable conference hotel rates
- Increased team productivity by 30% through realignment of job focus
- 25% annual cost savings in annual convention
- 45% savings in departmental expenses through training & streamlining staff functions
- 35% savings by equipment lease negotiations
- 28% operational cost improvement through supply negotiation & process accountability
- Converted manual legacy membership system to relational database
- Achieved savings in bringing magazine production in-house

Corporate Events and Communication Manager

02/1997 to 12/1998

Computer Sciences Corporation – Austin, TX

Fortune 100 high-tech and consulting firm with \$12 billion in revenue and 70,000 employees. I was responsible for the relationship with the external users group board of directors and managed a \$1 million P&L. I held responsibility for marketing communication for the company's financial services sector, as well as the annual users conference, executive meetings, and tradeshow programs.

- Maintained or improved conference hotel rates in spite of a tight negotiation climate.
- Increased team productivity by 30% through realignment of job focus.
- Achieved 25% annual savings in users conference cost through redundancy elimination.

Marketing Coordinator

02/1996 to 02/1997

Computer Sciences Corporation – Austin, TX

Managed Life Insurance Division marketing and communication efforts for all life insurance initiatives. Served as division liaison for users conference planning and execution. Also managed relationship with outside vendors for Life Marketing efforts including technology, marketing and PR firms. Assisted in product development for agency-level sales tool. In February 1996, this department was integrated with other marketing areas within the company to form Industry Communications.

Publication Services Supervisor

02/1991 to 02/1996

Computer Sciences Corporation – Austin, TX

Managed in-house creative center, including graphic design and word processing/publishing, copy center and printing facility. Also had responsibility for managing 22 company "public" photocopiers used by departments.

- Achieved 45% savings in departmental expenses through training and streamlining staff functions.
- 35% equipment savings through copier lease negotiations.
- Achieved 28% operational cost improvement through supply negotiation and process accountability
- Created visuals that appeal to leaders in the big data and high-tech world.

Director of Membership

06/1989 to 02/1991

Independent Bankers Association of Texas – Austin, TX

State-wide trade association with over 800 bank and 150 affiliate members. Association also offers continuing certification training to bank employees. Worked with association board of directors and staff to develop agenda and scheduling for quarterly meetings and annual conference. Produced monthly printed magazine and other association communication.

- Converted manual legacy membership system to relational database.
- Successfully established effective systems for record retention by creating database for daily correspondence tracking.
- 22% membership increase; exceeded goal by 20%.
- Achieved savings in bringing magazine production in-house.
- Created databases and spreadsheets to improve inventory management and reporting accuracy.