Jim Stadler

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SUMMARY

Strategist and storyteller in one package, overseeing branding and go-to-market campaigns from initial strategy and creative brief through ideation, content development and final implementation. I’ve worked with regional, national and international brands across a spectrum of industries, including travel and hospitality, commercial vehicles, healthcare, financial services, SaaS, education, sports, real estate, home furnishings, building materials and interior design products. I believe in making the customer the main character of every marketing communications story, using data-based creative content and user experience design to engage, inform and motivate in meaningful ways.

SKILLS

* Seasoned manager of integrated B2B and B2C marketing campaigns.
* Strategic analyst who uses customer data to develop creative solutions.
* Conceptual writer/creative director who never runs out of attention-getting ideas.
* Continuous learner who distills complex information into concise messages.
* Experience designer in both the digital and physical worlds.
* Brand steward who translates internal values into external messaging.
* Player/coach with a track record of helping junior talent exceed expectations.
* Consensus builder and skilled liaison between C-suite, marketing, creative and client.

WORK EXPERIENCE

Brand Consultant/Creative Director/Project Manager 2007 – present

* Fractional creative director for marketing agencies, businesses and non-profits.
* Communications strategy consultant for startups and corporate rebranding initiatives.
* Content creator for websites, digital marketing and social media campaigns, product launches, sales pitches, thought leadership articles and onsite customer/guest experiences.
* Brands include Milliken, Yamaha, Lenovo, Red Hat, Novant Health, Teleflex, Invited Home, Freightliner, National Gypsum, Unum, RSM, Bright Star Schools and the Wells Fargo Championship.

Highlights from 2021 - 2023:

* Contributed to more than a dozen national and international B2B product launches.
* Collaborated with architects (Gensler) to [reimagine the workplace](https://www.milliken.com/en-us/businesses/floor-covering/inspire-me/featured-collection-stories/the-o-collection) post-COVID.
* Worked with colleagues on four continents to create a global [sustainability program](https://www.milliken.com/en-us/businesses/floor-covering/mpact-our-planet/carbon-neutral-products).
* Created commercial floor covering [sales presentations](https://indd.adobe.com/view/322e057c-02b2-4692-84a8-5ddece57d5b9) to target major hotel chains.
* Helped formulate website strategy and content for two [home furnishings trade shows](https://www.highpointmarket.org/TravelPlanning).
* Developed advertising, social media and a [trade show booth](https://dev.yamahagolfcar.com/pressroom/press-release/yamaha-golf-car-at-the-2023-pga-show/#:~:text=Please%20stop%20by%20Booth%20%232943,GCSAA)%20Conference%20and%20Trade%20Show) for a well-known golf brand.
* Worked on a software launch for an insurance agency and rebranded a [global wealthtech firm](https://firstrate.com/).

Corder Philips, Charlotte, NC 2006 - 2007

Creative Director

* Supervised the creation of marketing and promotional materials for high-end residential real estate communities, mixed-use developments and senior living facilities.
* Developed community concepts and storytelling, landmark sales centers and social media campaigns.

Elberson Partners, Charlotte, NC 2000 - 2006

Creative Director

* Led the development and execution of new business pitches and creative presentations.
* Created a national TV and print campaign for Speed Channel that helped it become one of the fastest growing cable networks.
* Transformed the advertising of AAA Vacations by creating a flexible system that allowed each of their branches to build a stronger brand image while promoting retail travel deals.
* Led the campaign to rebrand Gaston Memorial Hospital as CaroMont Health.
* Helped manufacturers (Verbatim, Original Charcoal, Louisiana Pacific) develop strategies to promote their products to retailers.
* Increased the awareness of GovWorks, a procurement division of the Department of the Interior.
* Launched The Ratcliffe on The Green, a catalyst for high-end, urban residential development in Charlotte.
* Transformed the advertising of conservative Childress Klein Properties by demonstrating how attention-getting creative ads could enhance their brand and differentiate it from competitors.
* Developed an internationally recognized ad campaign for a small retail chain.
* Won the Grand Prize in Workbook’s Creative Genius national creative competition.

EDUCATION

B.S. in Advertising, University of Florida • Gainesville, FL