



251 Palisade St. • Memphis, TN 38111
901.484.3846 • pstevenson@phillipstevenson.com

Career Summary

With over 15 years experience of running an ad department for a regional retail drug chain, a marketing department that could compete against the national chains was formed from a small cut and paste department. Marketing, advertising and creative plans, strategies and budgets were developed from concept to completion including all designs. The goal was to do what it took to reach the next level for the company.

Freelance Marketer & Graphic Designer Memphis, TN May 2013-present

Creating promotional material and e-commerce programs for small clients. Customers include Chez Orleans Antique Store Tampa, FL; Memphis Sports Pub Memphis, TN; and Creative Home Designs Memphis, TN.

- Achieved 30% increase in sales for Chez Orleans with new website and social media
- Accomplished website changeover for Creative Home Designs, so that satellite offices can operate with the efficiency of the home office.
- Increased sales on day 10% at Sports Pub with event video distributed by social media.

USA Drug, Inc. Little Rock, AR 2009-May 2013

Director of Advertising

Responsible for the advertising department for a drug chain of 150 stores, including hiring personnel, negotiating costs on print and media buys, checking billing, and developing and executing advertising/marketing plan and creativity.

- Achieved market share increase by 2 points in Tulsa during a time when CVS Drug Stores was expanding locations.
 - Accelerated e-commerce to expand our reach...Facebook, Twitter,
 - Customized circulars per market to promote local events and items to maximize sales
 - Pushed to develop online refill program and apps and their promotions for more convenience for customers
 - Used variable marketing techniques with our customer database
- Attained same store sale increases of 3% while the industry was averaging a decrease
 - Accentuated our image through guerrilla marketing at community events
 - Created marketing programs like “Ask The Pharmacists,” “Drug Take Back Day,” and “Severe Weather Remotes”
 - Upgraded TV advertising to be on air consistently...with variable messages per markets
- Delivered sales increase of 20% by changing Morning Madness to Weekend Madness and spreading the sale over 3 days without adding expense of opening early.

Creative Home Designs, Inc. of America Memphis, TN 1998 - 2009

Vice-President Marketing & Operations Manager

Started up mail order division for house plan design firm, including setting up procedures. Plus, performed marketing for all divisions.

- Produced positive cash flow within two years from zero base.
- Delivered e-commerce start up with website and email blasts.
- Procured working relationship with 12 publishers to sell the company’s house plans

Independent worker for USA Drugs Memphis, TN 1997 - 1998

Carried out advertising/marketing presence for Super D during change over when USA Drug bought the chain. Plus, incorporated the 7 markets of USA Drug.

Super D Drugs, Inc. Memphis, TN 1988 - 1997

Vice-President Advertising

Accomplished all advertising duties, from managing the department to hiring personnel, negotiating costs on print and media buys, checking billing, and developing and executing advertising plan and creativity.

Skills

Design, negotiation, knowledge of Adobe Creative Suites, training, merchandising, marketing,

Academics

Bachelor of Arts in Communications, Major in Advertising; The University of Tennessee Knoxville