

RAY DANIELS

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PRODUCT LAUNCH & MANAGEMENT

MARKETING & COMMUNICATIONS • MEDIA PLANNING • MARKET RESEARCH & ANALYSIS

Innovative, driven, and motivated professional with diverse competencies in product launch, consumer marketing, public relations (PR), and campaign development. Savvy expert in corporate communications and marketing used to impact the exposure, success, and growth of corporations. Marketing expert maximizing limited resources to achieve measurable cost savings while producing strategic opportunities for exposure. Passionate, exceptionally skilled leader with demonstrated excellence in building and driving superior campaigns that propel the bottom line.

VALUE OFFERED:

- Talented marketing maven and public relations authority able to handle high-profile projects with discretion and flexibility. Adept at high-pressure crisis management.
- Outstanding record of excellence in alliance building, go-to-market strategies, product launch, team development/management, and sales engineering.
- Innovative media expert able to manage a variety of platforms and engage in meaningful conversations with target audiences and create brand recognition.
- Executed marketing campaigns, media strategies, website analytics, and strategic program plans.
- Formulated, designed and wrote communications, collaterals, and marketing materials to capture and penetrate new markets and territories.

Core Competencies:

Strategic Marketing Communications • Marketing Collateral & Communications • Brand Development Campaign Conception & Development • Content Development • Media Kits • Proposals • Media Relations Consumer Analysis & Market Analytics • Project Planning & Management • Mass Media Advertising

PROFESSIONAL EXPERIENCE

NISSAN NORTH AMERICA, Franklin, TN

2005-Present

Product Communications Specialist II (2010-Present)

Progressed to role due to excellence in brand development, product launch, market analysis, and strategic planning. Develop and author content for PR campaigns, press releases, corporate presentations, newsletters, and other brand communications. Engage social media outlets to promote visibility. Conceive and develop story ideas, pitching concepts to media outlets and peers. Respond to field product inquiries. Liaise with vendors to facilitate design and imagery for communications materials/collaterals, photography, and signage. Plan and launch media events for various product launches at targeted market segments. Perform media preview and campaign development.

- Promoted and elevated brand visibility by leading \$20M campaign for sponsorship.
- Championed numerous corporate sponsorships for clients, including: NCAA Basketball, Cirque du Soleil, and the Emmy Awards.
- Successfully orchestrated the Infiniti JX a new 3 row passenger and luxury crossover vehicle. Realized a large international presence with exposure from 120+ journalists.

Senior Arbitration Specialist (2008-2010)

Managed a team of 11. Conducted file audits to ensure compliance to all departmental, state and legal policies. Finalized legal depositions.

- Led all pre-litigation for Nissan and Infiniti, directing consumer complaints and arbitration processes.
- Formulated, developed, and launched training for the Dispute Resolution Team and Consumer Affairs.

CONTINUED...

Arbitration Specialist II (2007-2008)

Arbitration Specialist I (2006-2007)

Spearheaded 3rd party mediation, legal counsel/support, conflict management, and strategic negotiation to lower company's financial and legal exposure. Collaborated with dealerships, counsel, and engineering teams to mitigate and manage risk. Facilitated training and development.

- Tracked, evaluated, and monitored regional and remarketing activity, assessed buyback inventory initiatives. Audited files.
- Served as key representative through 3rd party mediation services such as the Better Business Bureau (BBB), Attorney General's Office and other government organizations.

Consumer Affairs Specialist (2005-2006)

Formulated response to customer inquiries, issues, and complaints, striving to mitigate risk and elevate client services. Consistently delivered seamless customer service, support, and relations building.

INTERNATIONAL CREATIVE PROPERTIES, Toluca Lake, CA

2004-2006

Director

Spearheaded all aspects of strategic marketing/communication, budget management, financial planning, and company brand development. Established image, logo, and website/online presence. Developed proposals.

- Elevated company visibility through innovative and insightful advertising campaigns. Secured high-profile clients such as ABC/Walt Disney.

ABC ENTERTAINMENT, Burbank, CA

2000-2004

Coordinator, Television Programming and Development

Liaised between production and network executives for television (TV) shows in development and current programming. Meticulously coordinated tapings and distribution of materials. Performed competitive analysis.

- Sourced and negotiated talent to aid in project proposal development and previews.

SCREEN ACTORS GUILD (SAG), Los Angeles, CA

1998-2000

Business Representative, Commercial Contracts

Orchestrated TV, cable, multi-media, and commercial contract preparation, review, and interpretation. Fostered relationships with AMPTP, talent agencies, advertising agencies, and production studios. Held role as Team Lead for various sports and automobile commercials. Aligned and led marketing strategy.

- Strategically negotiated/mediated settlements for \$25K-\$250M commercial, TV, and theatrical shows.

PARAMOUNT PICTURES, Hollywood, California

1997-1998

Sales Analyst

Administered sales planning and forecasting, analyzing market and consumer trends. Interpreted business contracts. Benchmarked accounting procedures for billing. Input data into network system.

EDUCATION & CREDENTIALS

M.A., Master of Arts, Mass Communication, California State University, Northridge – Northridge, CA

B.A., Bachelor of Arts, Sociology, University of Virginia – Charlottesville, VA

PRODUCTION HIGHLIGHTS

Director: A Bag Full of Memories, TDK Productions; Words from My Soul, Bonne Vie Films

Writer/Producer: One on One - "Goodbye Mr. Chips", The Big House, Sidekicks, The Proud Family, Schoolin', Martin, Turn It Up, The Power of Love Radio Show, A Bag Full of Memories, for UPN, ABC, Disney Channel, FOX, New Line Cinema, and New Bethel.

PROFESSIONAL AFFILIATIONS

Member, Writers Guild of America, West, Film Independent, and Animation Writers Caucus

Alumnus, Walt Disney/ABC Television Writing Fellowship; Project: Involve