

JAMES TUVERSON

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SUMMARY

Strategic marketing and communications leader with 20 years of experience in brand management, product development, project management, packaging, promotions and content development. Proven successes in profitable consumer product launches and audience-building marketing initiatives. Excellent communicator using print, TV, websites, social media, presentations and video production.

Selected Accomplishments Include:

- **Product Launches** – video games for PC and console, USB toy/PC software game, music equipment. bags & cases, high-end audio production PCs and electric pianos. Licensed and all-new brands.
- **Customer Service** – Implemented *Zendesk* customer service system for e-commerce website.
- **Produced Short Films/Video** – Wrote and produced six short films and four multi-episode web series.
- **Cross-Promotions** – Developed national cross-promotions with industry-leading companies.
- **Events** – Produced numerous benefit concerts; managed major trade show presence for brands.

EXPERIENCE

ROUGH SKETCH MARKETING, LLC -- Los Angeles, CA

Independent services company specializing in freelance marketing, content creation and video production.

Owner/Producer, Director and Writer (2005 – Present)

- Built clientele in numerous industries including non-profit, e-commerce and production studios.
- Developed marketing and customer service programs for *TribalHollywood.com*, an internet men's jewelry retailer. Implemented *Zendesk* customer service software to improve customer satisfaction to 96%. Developed postcard marketing program resulting in 9% increase over previous year's comparable sales.
- Award-winning WGA (Writers Guild of America) Screenwriter; wrote and produced six short films and four multi-episode web series. Managed projects from concept to premiere at film festivals; secured online distribution via IndieFlix. Created brand identities, DVD packaging, WordPress websites and social media presence (Facebook, Twitter and Google+) for all film projects.
- Created indie-music community *SHOCKBOX TV*. Developed brand, website, Kickstarter crowd-funding campaign and social media, achieving 6K+ Facebook "Likes" and 12K+ Twitter Followers.
- Developed copy and messaging for *SHARE (Self-Help and Recovery Exchange)* website, *Shareselfhelp.org*. Acted as liaison between web designer and board of directors to launch website.

GUITAR CENTER -- Westlake Village, CA

The world's largest musical instrument retailer with 250+ locations across the U.S.

Brand Manager, Proprietary Product Division (2003 – 2005)

- Drove manufacturing and marketing for in-house brand development division.
- Launched proprietary brands *Road Runner* (equipment bags and cases), *Spectral* (high-end audio creation PCs) and *Williams* (digital pianos), contributing \$45 million in combined revenues annually via targeted monthly catalog marketing and attention-getting cross promotions in the stores.

Brand Manager, Guitar Center's Proprietary Product Division (continued)

- Increased margins 20% over domestically-produced products by sourcing internationally.
- Developed packaging, websites and sales materials including collateral, sell-sheets, in-store POP.
- Created and managed special events as well as NAMM trade show presence for brands.

VIVENDI UNIVERSAL GAMES -- Los Angeles, CA

Leading worldwide publisher of video games for PC, console, mobile and the Internet.

Brand Manager, Family Games (2001 – 2003)

- Oversaw licensed brands *Jurassic Park*, *Hallmark*, *Butt-Ugly Martians*, *Cat in the Hat*, and *Hoyle Games*. Managed packaging, product development, advertising and promotions for PC products.
- Contributed more than \$30 million in combined revenues annually by developing a TV advertising program with *Cartoon Network* and building websites for online player communities.
- Achieved 20% greater sell-in to retail channels by conceiving and executing national cross-promotions with partners *Nickelodeon*, *Procter & Gamble* and *Universal Studios*.
- Increased revenues of *PlayZone* PC games brand 60% by using focus group research to create new grade-targeted and gender-targeted products within *PlayZone* brand.
- Doubled lagging sales of USB tech-toy/software PC game *Jurassic Park Scan Command* by re-branding and launching game as a lower-priced standalone software product, *Dinosaur Battles*.

ACTIVISION -- Santa Monica, CA

Leading worldwide publisher of video games for PC, console, mobile and the Internet.

Associate Global Brand Manager, PC Games (1999 – 2001)

- Managed brands and licensing relationships with *Teen Magazine*, *Remington Firearms*, *Crosman Paintball* and *Cabela's Outdoor Products*. Oversaw packaging, product development, QA, consumer research, advertising, trade marketing and promotions.
- Contributed \$18+ million annually in revenue via digital marketing programs with licensing partners.
- Became "presentation specialist" for division, creating innovative Powerpoint sales presentations and sizzle videos which excited sales force and increased retail sell-in.

THE GABLE GROUP -- Santa Monica, CA

National marketing communications and public relations firm.

Los Angeles Division Manager/Account Executive (1996 – 1999)

- Managed day-to-day operations of the Los Angeles division of national marketing communications firm. Hired and managed local staff of six (executive and admin.)
- Exceeded growth objectives over 10% by landing new business including *Sony Wonder*, *Malibu Comics* (a division of *Marvel Comics*) and non-profit *United Cerebral Palsy*.
- Wrote press releases, newsletters, case studies and published feature articles in magazines.

EDUCATION

UNIVERSITY OF CALIFORNIA, IRVINE – Irvine, CA

Bachelor of Arts in Economics

UNIVERSITY OF CALIFORNIA, LOS ANGELES – Los Angeles, CA

Certificate, Professional Program in Screenwriting (2-year program)