

## ED NIEVES

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### MARKETING, INVESTOR RELATIONS & STRATEGIC PLANNING

Business executive with high-level experience in product and service marketing, corporate branding, public and investor relations, digital advertising, strategic planning, media relations and project management (Nasdaq-listed public companies and privately-owned businesses). A proven track record in leveraging marketing and public relations strategies to deliver results. Consistently exceeds all expectations and goals, and provides big-picture vision, incisive leadership and the ability to flourish in corporate environments.

#### KEY EXAMPLES OF SUCCESS:

- Strengthened Mace® brand pepper spray to a world recognized, household name.
- Executed B2B and B2C marketing plans increasing sales from \$2.5 million to \$65 million.
  - Grew a \$3 million division into a \$27 million operation.
    - Oversaw direct mail catalog and e-commerce program producing \$15 million in annual sales (over 1.6 million catalogs).
    - Developed customer loyalty dealer program representing \$12 million in annual sales.
  - Managed marketing plan for 65 retail store locations, annual sales of \$38 million.
- Created an e-commerce company: operations, fulfillment, CRM, call center, products, digital marketing, accounting, personnel and strategy.
- Rebranded company image and attracted a buyer; a publicly-traded consolidation business acquired the company.
- Promoted to Vice President and Company Spokesperson of a Nasdaq-listed company.
- Developed marketing collateral and led presentations, raising \$20 million in cash.
- Led an inter-company task force compiled of department heads that successfully consolidated two operating divisions and realized an annual savings of \$2.5 million.

#### MARKETING EXPERTISE:

- B2B and B2C Marketing
- Investor, Media and Public Relations
- Website Strategy: E-Commerce and Lead Generation
- Content Writing: Digital and Print
- Digital Marketing: (SEO, CPC, CPA, Mobile, Blogs, Social Media, E-Mail)
- Branding
- Print Catalog Direct Mail
- Customer Retention and Loyalty
- Proactive Media Coverage
- Trade Shows
- Sales Collateral Production
- Strategic Planning
- Product Packaging
- Special Projects Management
- Press Releases

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### CAREER CHRONOLOGY

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#### INDEPENDENT MARKETING CONSULTANT, Voorhees, New Jersey

2011 – Present

Independent Marketing Consultant retained by company CEO's and owners to implement strategies in the areas of marketing, investor relations, digital advertising, branding, business development, raising capital and generating media coverage. Major engagements include:

- **First Premier Equity**, Miami, Florida: a commercial real estate acquisitions and operating company.  
*Services: Strategic Planning, Website Development, Press Releases, Investor Relations and Media*
- **Gold Medal Environmental**, Deptford, New Jersey: an environmental and recycling company.  
*Services: Lead Generation, Branding, Website Development, Press Releases, Newsletters and Media*
- **Web APP Clouds**, Philadelphia, Pennsylvania: a mobile applications software development company.  
*Services: Trade Shows, Sales, Strategic Planning, Business Development and Media*
- **Jamz On The Sea**, Kalamazoo, Michigan: a music and comedy-themed event on Royal Caribbean's Navigator of the Seas cruise ship.  
*Services: Marketing, Sponsorship Development, Digital Content Writing, Strategic Planning, Social Media and Website Management*
- **CS Entertainment**, Atlantic City, New Jersey: an entertainment marketing and celebrity-booking company.  
*Services: E-mail Marketing, Mobile APP Marketing, Strategic Planning and Social Media*
- **Eternal Lifestyles**, Miami, Florida: a digital marketing company providing health and beauty products.  
*Services: E-Commerce Development, SEO, CPC, CPA and CPM Digital Marketing, Product Launch and Packaging*

#### CHOICE ENVIRONMENTAL SERVICES, INC., Fort Lauderdale, Florida

2009 – 2011

*A privately-owned environmental services company. Sales exceeded \$60 million in 2011.*

##### Strategic Marketing & Media Manager

- Implemented branding and media campaign that ultimately attracted a public company to acquire Choice.
- Rebranded corporate image: launched image, media strategy and web platform.
- Launched online lead generation program: revenue driving Cost-Per-Click (CPC) campaign through Google Adwords.
- Developed sales and marketing collateral to secure multi-million dollar municipal contracts, generate media coverage and raise capital.

#### MACE SECURITY INTERNATIONAL, INC., Fort Lauderdale, Florida

1997 – 2009

*A NASDAQ-listed company and owner of the world famous Mace brand pepper spray. Sales exceeded \$65 million in 2009.*

**Vice President of Marketing & Investor Relations; and Company Spokesperson**, Fort Lauderdale, Florida, 2005 – 2009

**Director of Marketing & Public Relations**, Mount Laurel, New Jersey, 1999 – 2005

**Corporate Communications Manager**, Bennington, Vermont, 1997 – 1999

**MACE SECURITY INTERNATIONAL, INC., Fort Lauderdale, Florida – *Continued***

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- Managed marketing department with four direct reports and an annual budget of \$2 million.
- Strengthened Mace® brand to a world recognized household name.
- Developed and implemented business-to-business and business-to-consumer marketing strategies:
  - Media buying, product launches, product packaging, trade shows, graphic design management, online digital internet marketing, direct mail catalog, trade and print advertising, e-commerce platform, website development, customer retention, dealer program, multi-location retail store advertising, direct response TV infomercial production, as well as managing all outside advertising firms
- Oversaw direct mail catalog and e-commerce program producing \$15 million in annual sales:
  - Direct mail catalogs with circulation of over 1.6 million catalogs annually and integrated with an e-commerce website platform. Managed customer mailing list.
- Developed customer loyalty dealer program representing \$12 million in annual sales:
  - Customer loyalty and retention program for professional electronics installers (qualifications, training, benefits, monthly purchase requirements, e-mail deals and custom marketing literature).
- Executed marketing strategies for 65 retail store locations nationwide, annual sales of \$38 million:
  - Implemented strategies to retain customers and grow local business, instituting a unified branding strategy, customer loyalty program, gift card programs, merchandising, signage, promotions and e-mail marketing campaigns.
- Implemented digital marketing:
  - Effective revenue driving Cost-Per-Acquisition (CPA), Cost-Per-Click (CPC), and Cost-Per-Impression (CPM) campaigns. Internal and third-party advertising affiliate programs and Google Adwords.
- Created call center sales and training program:
  - Incentive, spiff and up-sell plans. Wrote scripts. Developed sales and training collateral.
- Generated national media coverage:
  - Garnered both feature and cover stories in newspapers and industry trade magazines, as well as on television. Publications include: Wall Street Journal, Associated Press, Boston Globe, Parade and People Magazine.
- Wrote corporate press releases.
- Managed trade shows:
  - Consumer Electronics Show, International Housewares Show, National Hardware Show, International Association of Chiefs of Police Show, Shot Show, International Security Conference West Show, Car Wash Association Show, Premiere Orlando - International Beauty Show, National Association of Chain Drug Stores Show and CEDIA Expo.

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**TECHNICAL EXPERIENCE**

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PC and Mac environments ♦ Microsoft Word, Excel, PowerPoint ♦ Adobe In-Design and Photoshop

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**EDUCATION**

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**Bachelor of Science in Communications - 1997**, Southern Vermont College, Bennington, Vermont