

**Passionate about building a strong relationship between design, marketing and business  
to create meaningful solutions to real problems***In brief...*

You have in front of you the resume of a strong leader and collaborator; a highly organized, strategic, systems thinker; an experienced visual designer and communicator; and a passionate traveler. All in one package. I have over twenty years of professional experience in design, brand experience, integrated marketing and communications strategy, management, and operations.

I have implemented successful, pragmatic approaches to marketing in alignment with company vision, resources, and budgets. I know my way around a spreadsheet. I can motivate and facilitate direct reports and cross-functional teams to point us all in one direction – the right one. And if you put me on a plane to a foreign land, I definitely won't complain.

*Major accomplishments...*

- Successfully launched my own consulting firm, building a solid roster of satisfied clients.
- At Cheskin, led major redesign of company branding and messaging including website, collateral, advertising and signage.
- Managed Cheskin company brand and marketing positioning evolution through a major merger (2000) and acquisition (2007).
- Led the development, launch and promotion of many high visibility projects including a video profile of Hispanic teens (*Nuestro Futuro*); publicized research studies, e.g. *Fast, Focused and Fertile: the Innovation Evolution*; and two books focused on meaningful innovation and China's emerging consumer culture (*Making Meaning* and *China's New Culture of Cool*).
- Authored, co-authored and/or edited articles in publications including Business 2.0, Harvard Business Review, Design Management Journal, and Step Magazine.
- Implemented PR campaigns resulting in media exposure in highly influential media, e.g. The New York Times, San Francisco Chronicle, Wall Street Journal, Inc., Entrepreneur, BusinessWeek, Brandweek and NPR, among others.
- Developed and launched Cheskin's first weblog in 2003, at a time when corporate weblogs were virtually unknown, and its first podcast series in 2008, dramatically increasing web visibility and traffic.
- Led the creation of a new comprehensive database consolidating all project information from 1950 to present, improving efficiencies in business development and research.
- In Morocco, acted as liaison between non-French/Arabic speaking volunteers and non-English speaking staff improving volunteer effectiveness.

*Experience in detail...*

**KLARQUIST, San Francisco, California**

Design strategy, marketing communications and public relations

<http://deniseklarquist.com>

Principal and Owner

2009 to Present

- Helping companies build brand credibility and visibility to meet business goals. Services include marketing strategy and execution, PR campaign development and support, brand development, copywriting and web design for companies and organizations in professional services, technology, consumer goods, the arts and education.

**CASA DE LOS ANGELES, San Miguel de Allende, Mexico and PROJECTS ABROAD, Rabat, Morocco**

Community daycare center

<http://www.youareanangel.org>

International volunteer organization

<http://www.projects-abroad.org/>

After many years working in the corporate environment, I committed a year off to explore and give back in a way that allowed me to use my untapped talents and passions.

Volunteer

September 2008 to September 2009

- Assisted all-Mexican staff with the care of infants, aged 4-12 months, of less fortunate working mothers in the San Miguel community.
- Taught English and French to children aged 8 to 16 and assisted with other needs at AMESIP (Association Marocaine d'aide aux Enfants en Situation Precaire), a center for the care, socialization and education of at-risk youth in impoverished areas. Assisted in the care of autistic children at Association Al Youssra, Salé, Morocco.

**CHESKIN ADDED VALUE, Redwood Shores, California**

Innovation consulting firm

<http://www.cheskin.com/>

Promoted through the company to increasingly senior positions and responsibilities during a 13-year tenure, with exposure to virtually all areas of the organization.

Vice President, Marketing

2005-2008

- As a member of the executive leadership team, collaborated in the development of corporate growth strategies and initiatives, including the company's acquisition in 2007 by Added Value, a WPP firm.
- Developed all brand, marketing and communications strategies and budgets; and led execution including website, media relations, speaker placement, events, integrated campaigns and advertising. In close collaboration with the company's Business Development team, ensured that all efforts contributed to increased revenue growth.
- Ensured that client services and project management functions followed company vision and growth goals. Continued to lead account services from previous position.
- Acted as primary knowledge services liaison between new parent company and Cheskin, and oriented all employees in new global corporate intranets.

**CHESKIN ADDED VALUE (continued)**

Vice President, Operations 2005

- Led the company's reorganized Operations group in achieving its goals in synch with Business Development and CEO directives.

Vice President, Account Services and Knowledge Management 2003-2005

- Designed and managed the organizational structures that deliver research and consulting services to clients.
- Ensured that internal information systems, especially the company's intranet, provided relevant and efficient access to digital resources and IP.
- Managed a budget of approximately \$5 million and a staff of 45 including strategic directors, research managers, field managers and directors of capacity and project quality.

Director, Marketing/Vice President, Marketing (promoted to VP in 2003) 1999-2003

- Developed and executed the company's initial formalized marketing strategy in collaboration with the CEO.
- Managed corporate rebranding from Cheskin+Masten/ImageNet to Cheskin Research.
- Led brand and marketing integration of the merger with Hispanic and Asian Marketing Communications Research.

*Additional experience...*

Design and Communications Director, Cheskin+Masten/ImageNet  
Design Manager, Cheskin+Masten/ImageNet  
Senior Graphic Designer, Ampex Corporation  
Senior Technical Illustrator, Ampex Corporation

*Academic background...*

BA, Graphic Design; BA, French - California State University Fullerton  
Certificat d'Etudes – Université d'Aix-Marseille, Aix-en-Provence, France

*Lastly...*

- PC and Mac literate. MS Word, PowerPoint, Excel, Photoshop, InDesign, WordPress and numerous other design and editing programs
- Active member, AIGA (American Institute of Graphic Arts)
- Capable French speaker; familiarity with Spanish
- Passionate about experiencing other cultures and countries. Lover of design, cooking, Argentine tango, sailing and the NYT crossword.
- LinkedIn – <http://www.linkedin.com/in/deniseklarquist>