

# James H. Baraldi

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## Marketing Communications Manager

- Knowledgeable marketing professional with experience leading corporate marketing and internal/external communications initiatives, as well as e-commerce, editorial and publication efforts.
- Creative, highly motivated individual with proven ability to take any project from conception to successful completion.
- Respected leader who works successfully with all levels of corporate hierarchy and client base.

### Skills

- Excellent oral, presentation, communication, editorial and writing skills
- E-commerce (cloud marketing – SEM, SEO)
- Excellent negotiation skills
- Corporate communications
- Magazine and catalog publication
- Creative team leadership
- Financial management
- Training and creation of training materials
- Sales collateral and support materials
- New product launch
- Management and administrative

## Professional Experience

### Writer

Completed one novel and am in the process of finishing up a second book, 1/2010 to present

Bunzl Philadelphia/R3 Philadelphia - Philadelphia, Pa.

*US Mid-Atlantic Regional branch of multi-billion dollar international food service distributor.*

### **Marketing Communications Manager, 6/1994 to 1/2010**

Instrumental in development of two corporate and one customer e-commerce sites as well as training both external and internal customers on most effective ways to utilize e-commerce. Managed marketing communications functions for both the Mid-Atlantic and Northeast regions, geographically from Maine to Virginia. Regularly interacted with many of Bunzl's top customers which included Compass, Sodexo, Aramark, Wawa and Rita's Water Ice to assist in a variety of sales and marketing issues. Oversaw creation and production of company and customer sales support materials to include catalogs, sales flyers, brochures and presentation pieces. Worked with vendors to develop sales spiffs and customer sales promotions. Created, edited and produced corporate newsletter for the Eastern Division which covered all of Canada, Puerto Rico and all branches east of the Mississippi. Served as Tournament Director for company's annual golf outing.

### **Selected Accomplishments:**

- Worked directly with corporate IT staff and sales executives to develop a national online ordering initiative for both Bunzl Distribution and major customer Rita's Water Ice.
- Responsible for assuring contractual obligations were met by numerous branches throughout both the MA and NE regions for three of company's largest customers with combined annual sales of \$100 million.
- Worked directly with corporate and branch sales executives to develop a national smallwares and food service equipment program.
- Created a vendor support program to assure that all projects from company catalogs to customer-specific pieces to corporate golf outings to trade show participation was 100% vendor supported, with zero cost to *Bunzl* and its redistribution arm – *R3*.
- Developed sales presentations and sales support materials for company President, Senior VP's and Sales Managers.
- Worked directly with major accounts to create customer-specific sales materials, as well as support of online ordering sales initiatives.
- Shortly after acquisition, was responsible for overseeing the elimination of over \$800,000 of "dead" inventory via vendor returns and discounted pricing to customer base.

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Baraldi Resume continued

Marstan Industries, Inc. – Philadelphia, Pa.

*Privately-owned foodservice distributorship acquired by Bunzl Distribution, Inc., in June 1994.*

**Director of Communications and Advertising**, 4/1989 to 6/1994

**Product Manager**, 5/1983 to 4/1989

Directed marketing and communications efforts for this independent distributor of food service supplies, smallwares, janitorial products and food service equipment. Oversaw creation and production of company and customer sales support materials to include catalogs, sales flyers, sales brochures and presentation pieces. Worked with vendors to develop sales spiffs and customer sales promotions. Created, edited and produced company newsletter. Coordinated trade shows, both external and internal. Created and placed advertisements in a variety of publications.

**Selected Accomplishments:**

- Created numerous catalogs, the first of which increased sales of janitorial supplies, smallwares and food service equipment by 35% in its initial year of publication. This catalog was the first custom food service catalog in the Philadelphia area. After 10 years of publication, overall sales increased from \$35 million to \$165 million.
- Success of catalog, which included production of catalogs for redistribution customers, led to *Marketing Leadership Award* in 1988, and subsequent promotion the following year.
- Created a vendor support program to assure that all projects from company catalogs to customer-specific pieces to trade show participation was 100% vendor supported, with zero cost to *Marstan Industries*.
- Developed sales presentations and sales support materials for company President, VP's and Sales Managers.
- Worked directly with major redistribution accounts to create customer-specific sales materials.

## Technology

Software: MS Office (Word, Excel, PowerPoint, Outlook), Adobe (PageMaker, Acrobat & Photoshop), Quark Xpress.

## Education

Temple University – Philadelphia, Pa.

**Bachelor of Arts**

Major: Communications | Concentration: Journalism

**Study Abroad Program (London, England)** – Concentration: Journalism & Theater

## Other

The Philadelphia Pickwick Club, Inc. – Philadelphia, Pa.

**“The Honorable Secretary” (Club Officer)**, Presently

*A literary and charitable organization whose motto is: “There is nothing in the world so irresistibly contagious as laughter and good humor.”*

## References

Available Upon Request