

DENISE KLARQUIST

371 ARKANSAS ST. | SAN FRANCISCO | CALIFORNIA 94107 | +1 415 830 6098 | DKLARQUIST@GMAIL.COM

Passionate about building a strong relationship between marketing, design, and development to create meaningful customer experiences and accelerate growth

SUMMARY

Highly organized, strategic systems thinker; experienced visual designer and communicator. Extensive professional experience in branding, integrated marketing communications strategy, design, team management, and operations.

Implemented successful, pragmatic approaches to marketing in alignment with company vision, resources, and budgets. Able to motivate and facilitate direct reports, cross-functional teams, and external agencies to focus direction.

MAJOR ACCOMPLISHMENTS

- Developed and implemented the digital marketing launch for BuildSite's new application, [Submittal.com](#), including inbound and outbound campaigns resulting in hundreds of targeted leads.
- Developed and implemented reputation, brand, and inbound marketing strategy and initiatives for the sustainability consulting firm, [REV](#) (formerly True Market Solutions). Led major rebranding effort in 2015.
- Over a period of 7 years, supported communications for UC Berkeley College of Environmental Design including writing and producing the college magazine, [Frameworks](#), managing successful PR campaign for the unveiling of 3D-printed pavilion, and co-managing major fundraising event resulting in over \$160K in donations.
- Successfully launched my own consulting firm, building a roster of over 20 satisfied clients.
- Managed Cheskin company brand and positioning evolution through a major merger (2000) and acquisition by the WPP firm, [Added Value](#) (2007).
- Led the development, launch, and promotion of research-based, high visibility marketing content including a video profile of Hispanic teens (*Nuestro Futuro*).
- Worked with a variety of authors to publicize new books focused on meaningful innovation (*Making Meaning*), China's emerging consumer culture (*China's New Culture of Cool*), the U.S. Mexican border (*Why Walls Won't Work*), and urban design (*Changing Chinese Cities*).
- Implemented PR campaigns resulting in exposure in highly influential media, e.g., The New York Times, San Francisco Chronicle, Wall Street Journal, Inc., Entrepreneur, BusinessWeek, Brandweek, Fast Company, and NPR, among others; and conference speaking engagements resulting in new business leads.

PROFESSIONAL EXPERIENCE

KLARQUIST, San Francisco, California 2009—Present
 Brand strategy and marketing communications consulting, management, and execution
 deniseklarquist.com

Principal

Helping companies build brand credibility and visibility to meet business goals. Services include inbound and outbound marketing strategy and execution, PR, brand development, project management, copywriting, and collateral and web design for companies and organizations in professional services, technology, F&B, the arts, and education. Clients have included BuildSite, REV, UC Berkeley College of Environmental Design, California Academy of Sciences, Added Value (a WPP consultancy), Contemporanea (intercultural marketing), Berlin Bar & Bistro, Jovenes Adelante (non-profit), and others.

REV (formerly TRUE MARKET SOLUTIONS), San Francisco, California 2013—2017
 B2B sustainability education and consulting firm
 revsustainability.com

Director of Marketing

- Contracted by this B2B start-up to create and lead marketing including market research, customer outreach, positioning and messaging, content development (case studies, blogs, newsletter), budgets, and managing agency relationships and all implementations. Programs included social media, SEO, SEM, inbound and automated campaigns, tradeshow, collateral development, website development, PR, and sales team support.
- As a member of the highly collaborative 6-person executive team, was involved in major strategic decisions regarding growth, sales, new product development, and operations.
- Presented to current and potential investors, and supported leadership team for ongoing fundraising efforts.
- Presented curriculum sessions to REV customers on “Sustainable Brand Communications” and “Telling Your Sustainability Story.”

CHESKIN ADDED VALUE, Redwood Shores, California 1995—2008
 Innovation consulting firm
 (now added-value.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 and Operations Management	2005—2008
Vice President, Account Services and Knowledge Management	2003—2005
Director, Marketing	1999—2003
Design and Communications Director, Cheskin+Masten/ImageNet	1995—1999

- As a member of the executive leadership team, collaborated on corporate growth strategies and initiatives, including the firm’s acquisition in 2007 by Added Value, a WPP firm.
- Developed and executed the company’s initial formalized marketing strategy in collaboration with the CEO. Subsequently, developed all brand, marketing, and communications strategies and budgets. 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.

- As Operations lead, managed a budget of approximately \$5 million and a team of 45 including strategic directors, research managers, field managers, and support staff.
- Co-designed and managed the organizational structures that deliver research and consulting services to clients, ensuring these functions supported company vision and growth goals.
- Acted as primary knowledge services liaison between new parent company and Cheskin, and oriented all employees in new global corporate intranets. Ensured that internal information systems provided relevant and efficient access to digital resources and IP.
- Managed multiple corporate rebranding initiatives including a merger with Hispanic and Asian Marketing Communications Research, and an acquisition by WPP-firm, Added Value.

VOLUNTEER EXPERIENCE

CASA DE LOS ANGELES, San Miguel de Allende, Mexico

2008-2009

PROJECTS ABROAD, Rabat, Morocco

Community daycare center – casadelosangeles.org/

International volunteer organization – projects-abroad.org/

After many years working in the corporate environment, committed a year off to explore, share, and contribute untapped talents and passions.

- Assisted all-Mexican staff with the care of infants, aged 4-12 months, of disadvantaged working mothers in the San Miguel community.
- Acted as liaison between non-French/Arabic speaking volunteers and non-English speaking staff improving volunteer effectiveness. 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 Yousra, Salé, Morocco.

ACADEMIC

BA, Graphic Design; BA, French - California State University Fullerton

Certificat d'Etudes – Université d'Aix-Marseille, Aix-en-Provence, France

ADDITIONAL

- Word, Excel, PowerPoint, Photoshop, InDesign, Illustrator, WordPress, Salesforce, Pardot, Hubspot, MailChimp, Google Analytics, Adwords
- Capable French speaker; familiarity with Spanish
- Passionate about the value of cultural experiences and helping inspire more sustainable ways of living and doing business. Lover of design, the built environment, Argentine tango, fly-fishing, sailing, and the NYT crossword.
- LinkedIn – [linkedin.com/in/deniseklarquist](https://www.linkedin.com/in/deniseklarquist)
- Website – deniseklarquist.com