



DENISE KLARQUIST

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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 brand strategy, 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, resulting in hundreds of targeted leads.
- Developed and implemented reputation, brand, and inbound marketing strategy and initiatives for the sustainability consulting firm, REV, including major rebranding effort.
- Over a period of 8 years, supported communications for UC Berkeley College of Environmental Design including writing and producing the alumni magazine, Frameworks, managing successful PR campaign for the unveiling of a 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).



PROFESSIONAL EXPERIENCE

KLARQUIST STRATEGY, San Francisco, California **2009—Present**
Principal

Klarquist Strategy (deniseklarquist.com) is a brand and marketing communications consultancy, helping companies build brand credibility and visibility to meet business goals. Services include brand strategy, inbound and outbound marketing strategy and execution, PR, project management, writing, and identity, collateral and web design for professional services, technology, food and beverage, the arts, and education. Clients include BuildSite, UC Berkeley College of Environmental Design, UC Berkeley Graduate School of Journalism, California Academy of Sciences, Added Value (a WPP consultancy), Contemporanea (intercultural marketing), Caves du Vin, Charmant Vineyards, Berlin Bar & Bistro, and others.

SCANSION, San Francisco, California **2018—Present**
VP, Design Strategy (Contract position)

In collaboration with this customer-centered-innovation firm (scansion.com), I conduct consumer research and lend design thinking, design execution, and strategic insights to projects for clients including AT&T and the Bill & Melinda Gates Foundation.

REV, San Francisco, California **2013—2017**
Director of Marketing (Contract position)

Contracted by this B2B sustainability education and consulting start-up (revsustainability.com) to create and lead marketing including market research, customer outreach, positioning and messaging, content development, budgets, 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 executive team, was involved in major strategic decisions regarding growth, sales, new product development, and operations. Presented to current and potential investors, and supported the leadership team in 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**
Partner; various positions

Promoted through the company to increasingly senior positions and responsibilities during a 13-year tenure, with exposure to virtually all areas of the organization. Cheskin was a consumer insights and innovation consulting firm acquired by Added Value (added-value.com).

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 and partner, collaborated on corporate growth strategies and initiatives, including the firm's acquisition in 2007 by Added Value.
- 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 \$4 million and a team of 45 including strategic directors, research managers, field managers, and support staff.
- Co-designed and managed the organizational structures for the delivery of client services, ensuring these functions supported company vision and growth goals.
- Acted as primary knowledge services liaison between the new parent company and Cheskin. Ensured internal information systems provided relevant and efficient access to digital resources and IP.
- Managed multiple corporate rebranding initiatives including a significant merger, and acquisition by WPP-firm, Added Value.

VOLUNTEER EXPERIENCE

CASA DE LOS ANGELES, San Miguel de Allende, Mexico

2008-2009

PROJECTS ABROAD, Rabat, Morocco

Volunteer

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

- At this community daycare center (casadelosangeles.org), assisted all-Mexican staff with the care of infants, aged 4-12 months, of disadvantaged working mothers in the San Miguel community.
- In Morocco through the international volunteer organization, Projects Abroad (projects-abroad.org), 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 at AMESIP (Association Marocaine d'aide aux Enfants en Situation Precaire), a center for the care, socialization, and education of at-risk youth. Assisted in the care of autistic children at Association Al Youssra, 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

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.