

Branding, Marketing, Consumer Behavior, Entrepreneurship and Social Enterprise

20 year success record in building businesses from within as an entrepreneur, brand marketing executive, CEO and consultant. Have worked with major global brands and start-ups to develop strategies for branding, social media, business and team development, and Philanthropy/CSR. Possesses a strong media and presentation presence at the executive level. Excellent comprehension of process development for branding, operations, organizational development, consumer behavior and sales.

Work Experience

Advising Chief Executive Officer

Uniform Project

2010 (on-going)

A company based on cause, commerce and community with a focus on creating a convergence of fashion and philanthropy through sustainability. www.theuniformproject.com

- Recruited by Founder and Sr. Business Advisor to identify market opportunity, emerging demographics, develop new business model, brand identity, implement operational standards, and financial projections.
- Conduct evaluation for viability of investment funding stages and amounts
- Cultivate investment opportunities, communication and presentations.

Business Advisor

Darcey Howard Branding & Business Development Strategies

2009 to Present

Advising start-ups and entrepreneurs on brand management and business development strategies in preparation for launch, growth and/or seeking Venture Capital funding. www.darceyhoward.com

- Developed the "Solo-preneur Success Program" - 6 week program for launching a service based business that shortens the profit timeline from 3 years to 16 months.
- Instrumental in advising brand development, business and revenue models, in addition to financial and Operational standards.
- Implement process development procedures to create nimble Operations
- Target market development, positioning and marketing strategies
- Taste Maker for Starbucks' Via launch nationally

Entrepreneur and Founder

Personal Branding Through Appearance™

2004 to Present

"Bridging the gap between how you feel and how you look©"

- Founded and runs all businesses tied with www.darceyhoward.com and www.getlifestyled.com with annual growth rate of 27%
- Consistent closure rate of 87% for new clients, excellent referral track record
- Developed program for personal brand identification and the implementation process for strategic style development and wardrobe management. Clients include business and media leaders in addition to entrepreneurs.
- Apply brand marketing principles, consumer behavior insights and cognitive learning approach to develop proprietary programs; Environmental Color Theory©, Thriller Filler Spiller©, The Six Parameters for Strategic Decision Making© and Attributes and Elements©
- Featured in dozens of publications and programs such as MORE Magazine Reinvention Convention, The Seattle Times, DailyCandy.com, AOL StyleList, TIME online, Seattle Magazine, "Northwest Afternoon", LifeTimeNetwork, and Small Business Computing
- Key-note speaker for organizations and corporations such as; IBM Smarter Business Summit, Ameriprise, Zillow, Deloitte, BDO Seidmans, the Small Business Administration, Women's Lawyers Association, eWomenNetworks, networking events and entrepreneur organizations
- Awarded 2009 – **"Seattle Female Entrepreneur of the Year"**

Brand Manager / Media Planner

Nordstrom

2002 to 2004

Recruited specifically to re-vamp Nordstrom's media approach across all channels and develop customer outreach and engagement programs

- Conducted a national assessment of the media program to create cohesive messaging in print, online, social media, TV and radio
- Produced and launched a national radio campaigns for new markets to raise awareness & community engagement
- Launched first "Black History Month" program to raise diversity awareness in Corporate Social Responsibility which included national photography art installation as curator for all works. Private reception with Maya Angelou
- Created national customer and community engagement program, the "Private Shopping Event."

Brand Manager

Seattle's Best Coffee/ Starbucks

1999 to 2002

Developed all new branding guidelines and logo redesign for national and prestige accounts. Also developed advertising for first Organic line of business and Corporate Social Responsibility Guidelines

- Created a brand history advertising campaign including new package development and seasonal Programs for both grocery and Food Service.
- Directed sales team efforts for national and prestige account pitches
- Managed partnership marketing efforts with cruise line
- Two times awarded the "Best New Packaging Concept" at SCAA

Marketing Manager

PMI

1996 to 1999

Developed private label concepts for national retailers

- Private label product development in stainless steel insulated drinkware; supplying Starbucks, Seattle's Best Coffee, Tully's, Target, Costco
- Worked with overseas manufacturing guidelines and lead times
- Oversaw packaging design and development for private label

Public Relations and Events Manager

Eddie Bauer

1991 to 1994

Developed all philanthropy and Corporate Social Responsibility (CSR) guidelines and managed the annual giving campaign with United Way

- Brand launch to reposition Eddie Bauer's history and story in catalog and retail which included a national radio campaign, sponsorships and corporate social responsibility efforts.
- Sponsored Loaned Executive for the United Way Campaign working with large retail organizations on developing their corporate giving campaign: Costco, Eddie Bauer, Nordstrom, The Bon Marche (Macy's west coast)

Education

Bachelor of Arts in Marketing Communications

Portland State University

Skills

Skilled and engaging public speaker, Branding and Marketing professional in Food, CPG and Fashion industries, Consumer Behavior and Purchase Trends Behaviorist, Cognitive Learning Evaluation and Implementation, Group Facilitation, Business Development, Corporate Social Responsibility (CSR)/Philanthropy competency.

Additional Information

Links

<http://twitter.com/darceyhowardnyc>
<http://www.darceyhoward.com>
<http://www.getlifestyled.com>
<http://www.linkedin.com/in/darceyhoward>

Groups/Board Affiliations

Advisory Board Memberships

- **Matplex**; online construction materials marketplace
<http://www.matplex.com>
- **JBC Consulting**; Transforming Human Potential into Business Results™
<http://www.jenniferbrownconsulting.com>
- **Uniform Project**; Convergence of Fashion, Philanthropy and Sustainability
<http://www.theuniformproject.com>
- **Time Native**; The Curious Person's Time Management
<http://www.TimeNative.com>

Souce37 - Women's Entrepreneur and Speaker's Bureau; member January 2009 to Present

Board Member - Boys and Girls Club of America November 2002 to May 2009
King County (Seattle, WA)

United Way - Loaned Executive August 1994 to January 1995

Northwest AIDS Foundation - Third Party Events Volunteer Coordinator February 1995 to January 1996

Media

"The T-Shirt To Prove It - The successful journey of 25 passionate women entrepreneurs" 2010

- Featured as one of the 25 women entrepreneurs in the book

AOL - StyleList; "How To Dress For Work" August 16, 2010

<http://www.stylelist.com/2010/08/16/how-to-dress-for-work-in-the-summer-heat/>

A regular contributor to AOL - StyleList

Seattle Post Intelligencer - "Personal Branding Through Appearance" October 2, 2009

<http://blog.seattlepi.com/melodybiringer/2009/10/02/personal-branding-through-appearance/>

"Start Up Junkie" founder Melody Biringer - interview

Seattle Magazine March 2008

<http://seattlemag.com> Full page feature on my company

Seattle Post Intelligencer - "Developing a Fashion Game Plan" August 2008

http://www.seattlepi.com/lifestyle/373521_stylist05.html

Front page photo and full page feature in Lifestyle section

The Seattle Times - Multiple articles June 2007

<http://blog.nwsourc.com>

Featured in The Seattle Magazine in:

- 2007 "Plus Size Fashion"
- 2006 "Rescue Your Closet"

KMTT Radio – “Chat With Women”; 2006
KOMO TV – “Northwest Afternoon”; 2007
KIRO Radio – Interview; 2008

DVD – “The Essential Guide”; 2009
BYU TV – “Fresh Take”; 2010
BLOOM Radio – Interview; 2010