

RESUME



EXPERIENCE

1987 - Today | Kroha Direct – Cromwell, CT
(DBAs: Kroha Associates, iiCREATIVE, Arrowhead Direct)

Principal/Creative Director

Direct all business and creative services associated with running a small marketing and branding agency. Responsible for prospecting, strategy research and planning, creative content development, and integrated message deployment in all media. Originally founded as a “brick and mortar” direct marketing firm, Kroha Direct has continually adapted, and is positioned today as a virtual marketing resource that offers consultancy, focused skill sets, competitive rates, and goal-exceeding results.

Key Accounts Served

Walt Disney Company – Helped create and launch *Disney Books by Mail* publishing division.

- Branding: developed product identities/positioning, content directives, and offer strategies
- Packaging: developed continuity programs/products using licensed Disney characters
- Marketing: developed and managed national campaigns in direct marketing, print

Cox Communications – Marketed cable and broadband services throughout New England.

- Direct Marketing: created/deployed service subscription campaigns—print, mail, broadcast
- Fulfillment: developed/distributed welcome and service upgrade kits to subscribers

Cigna – Earned retainer for marketing *Cigna Healthcare for Seniors Medicare-Risk* products.

- Marketing: created print, mail, and fulfillment campaigns that beat incumbent marketing efforts to become benchmark-setting package “controls”

Bobbex Inc – Improved marketing communications, resulting in 30% sales increase first year.

- Branding: redesigned logo, tagline, and packaging across six product lines in U.S. and Canada
- Marketing: developed e-commerce website, promotional video content, sales collateral

Catalyst Health & Fitness – Developed branding and marketing to support franchise expansion.

- Marketing: created website, social content, and print, spawning business growth to 2nd location

1984 - 1987 | Katz & Kroha – Middletown, CT

Managing Partner/Art Director

Developed prototypes and direct marketing campaigns for B2B and B2C products sold through print, broadcast, and mail channels.

1980 - 1984 | Xerox Education Publications – Middletown, CT

Art Director/Designer

Designed direct marketing for B2C continuity programs and educational publishing.

RELATED EXPERIENCE

1994 - 1995 | Caring Grandparents of America – Washington, DC

Marketing Director/Managing Partner

Co-launched, developed, and marketed a grandparent-focused affinity marketing program. Sold one year after launch to *Dial America Inc.* for 20-times initial investment.

EDUCATION

1980 | Boston University – Boston, MA

BFA: Concentration: Graphics, Marketing, and Advertising Design

Strategically creative and innovative.
Response-generating
marketing consultant,
creative director, copywriter,
art director.

STRENGTHS

Agency Services Management

Identify, contact, convert prospects into clients through clear, goal-focused presentations—developed through hands-on management of marketing and creative teams

Marketing/Branding Strategist

Formulate strategies that guide direction, define response objectives, and integrate media tactics based on market analysis, data science, sales goals, and budgets

Creative Director

Guide creation of editorial and visual content in all media to ensure proper and consistent integration of strategy, message style, and branding

Copywriter/Editor

Write and edit media-appropriate content for digital and print that attracts, engages, and motivates value-delivering response

Art Director/Designer

Direct and design visual solutions that enhance communication effectiveness according to strategy

Website/Digital Content Developer

Plan and implement SEO/UX-guided strategies for websites, digital/social content, and digital marketing

Product/Prototype Development

Create and/or identify products and opportunities to expand market share within related or newly-targeted business sectors

PROFICIENCY

- Adobe Creative Suite: Id | Ps | Ai | Ru | Xd
- WordPress | DIVI Builder
- Joomla! CMS
- Printing | Lettershop Management
- Digital Photography | Retouching

LEARNING

HTML/CSS
Advanced WordPress
Adobe Premier/Xd
Ukulele

PORTFOLIO: davekroha.com



[linkedin.com/davekroha](https://www.linkedin.com/davekroha)