

Dan Maguire  
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### **SKILLS SUMMARY:**

I am a **Senior Manager** with extensive experience in the management of marketing programs and their execution both on a local and national project level basis. I am currently the Marketing Manager for a \$ 200.000.000 specialty chemical firm located in the Chicago area. I have authored a direct mail campaign, produced five collateral new product brochures, created monthly cases studies, wrote a number of press releases and have completed the new corporate web site. In other positions I have had in the past, I have provided statistical and graphical support to corporate clients such as American Academy of Dermatology, Premium Espresso and Exhibitgroup-Giltspur. Direct mail and fulfillment clients have included Fellows Governmental Corporation, and Schering Plough Corporation. **I have an extensive background in Microsoft Word, Excel, Access, Adobe Suite and Microsoft's Customer Relationship Management Program (Partner)**. I have used Microsoft 2000 SQL server.

### **EMPLOYMENT**

#### **Marketing Manager**

Chemtool Incorporated

September 2006 - Present

- Responsibilities include the entire marketing process at Chemtool Incorporated. Chemtool is a large specialty chemical manufacturer (the largest grease manufacturer in the United States) with four plants in the United States and one in Europe. Activities include advertising, direct mail, press releases and web development of the new corporate web page.
- Launched two new product initiatives (Bio-based fuel, and Food Grade Product (including the production of supporting product brochures) for start up divisions of Chemtool.
- Responsible for trade show selection, participation and its results (**Database creation, ROI, graphs and statistics**).
- Initiation, formulation, documentation and production of the new Corporate Web Site (**Database driven**).
- The creation of the Customer Relationship Data Base company-wide. At present, we are matching existing customer demographics with potential prospects in a five state region for our product NuSol. The demographics analyzed include industry, size (both dollar and employee) and target position within the company. We are currently working off a 6000 person data base. The goal is to streamline the database to 2000 viable customers with an increase of 10% sales through data manipulation.**

#### **General Manager/Marketing Manager**

Inquiry Management Services April 1988-September 2006

- Responsibilities include the development and implementation of varied marketing plans for tradeshow and direct mail programs. Duties include the sourcing of the various vendors used to implement the program (such as printers, advertising agencies). I have extensive experience in the use of direct mail, web advertisement and phone solicitation.
- Additional responsibilities include the expansion of our customer base through direct contact with the client, or the use of third party associations. Accomplishments include the established of Corporate Partnerships with **Exhibitgroup-Giltspur**,

### **TradeShows Plus, Hewlett Packard and Microsoft.**

- Provide electronic lead capture (typical badge, pen based, touch screen or electronic), **creation of the client data base and reporting of the ROI for tradeshow and marketing programs. Over 13 years of experience.**
- I manage and supervise six individuals during their daily work schedule in the data processing center.

Accomplishments included:

1) The development of a 24 hour electronic tradeshow lead turnaround system for Schering Plough Corporation (Oncology Division) a **database of over 20,000 doctors. The goal was to find doctors that spent over 50% of their time in the operating room and did not use Schering Plough product (goal was met).**

3) **Total database** ownership of Ferrari Carano Winery (Midwest Division) for wine distribution in the Midwest.

4) **Maintained five active Mailing Lists (over 500,000 names).**

### **Marketing Manager**

DTM Data Services March 1986-April 1988

Itasca, IL

- I was in charge of marketing data processing services for a start up firm with one customer and expanded the client base from one to over 27 clients in three years. I also implemented aggressive direct marketing programs for services and software lead management programs throughout the United States.
- Supervised support efforts of 4 staff members and coordinated with ad agencies and publishers for the distribution of both the services of DTM and the software product offered by Inquiry Plus.

### **Marketing Representative-Non Bank Customers**

First National Bank of Chicago February 1983-March 1986

Chicago, IL

- Marketed data processing services to non First Chicago companies throughout the United States. Accomplishments included the acquisition of a number of non-bank clients into First Chicago.

### **Education:**

Masters Degree Public Administration – Cum Laude

University of Illinois, Chicago, IL

B.A. in Political Science/Education Minor – Cum Laude

St. Mary's University, Winona, MN