

GEORGE PFEIFFER

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Experienced creative leader and content strategist with 9+ years leading cross-functional marketing teams, online communities, and digital campaigns. Comprehensive skill set spans media, web, production, ecommerce, SEO, social, design, CMS, analytic, marketing and business technologies.

Video cover letter at <http://youtu.be/x7jjRQz8osY>

EXPERIENCE

Senior Digital Content Specialist, Cicero, IL
Wirtz Beverage Group

July 2014 - Present

- Lead Digital Interactive Team representing \$1.5 billion in revenue marketing world's largest beverage brands
- Build and execute digital content strategy for international expansion into Canada
- Manage and create content for all digital outlets including web sites, blogs, email, SEO, social media, PR, internal communications, suppliers, and Wirtz family businesses including the Chicago Blackhawks
- Launch and implement ecommerce function via SharePoint, SFA, agency management, and in house development
- Deploy original and sourced content through event coverage, multi-channel campaigns, interviews, partnerships, and CRM
- Develop team of content specialists through people leadership and ownership of companywide digital education initiative

Creative Manager, Digital Media, Chicago, IL
Newark element14 – A Premier Farnell Company

April 2011 – July 2014

- Recognized by Google as 'Best in Class' digital media strategy for B2B Industry sector; Google Think B2B Presenter
- Direct global digital media strategy serving ten business, managing direct reports, studios, contractors, and agency partners
- Transitioned multibillion dollar business from non-existent digital media presence in 2011 to industry leader within two years
- Executive Producer for Discovery Networks syndicated web series
- Innovation Team Leader and Advanced Content Manager for North America
- Own global creative services, community, and investor media functions including all digital media properties
- Creative Director for global senior leadership conferences, board meetings, and special events
- Acquisition, management, development, and promotion of multiple social media channels
- Content Manager for media hosting and business solutions

Lead Producer, St. Charles, IL

July 2006 – April 2011

Outside da Box, NFP – Media Production and Marketing Company

- Produced and marketed 200+ internationally distributed videos, promotional spots, and websites to variety of end-users
- Led multiple production teams of videographers, musicians, editors, animators, artists, actors, and producers
- Penetrated targeted markets with new products via trade shows, direct mail, personal selling, social media, and e-marketing
- Facilitated design and implementation of company websites, social networks, product development, and production schedules

Owner, Lisle, IL

January 2006 – 2014

Shirt & Simple, Inc.

- Launched award winning ecommerce company providing unique online ordering options to custom apparel industry
- Formed and managed large teams of over 50 web designers, programmers, production partners, and screen printers
- Generated more than \$1.2m in online revenue through 150,000+ customers
- Created internship program mentoring more than 150 students over 17 semesters
- Launched licensing program in 2010 which provided service to eight businesses in seven states nationwide

Executive Producer, Naperville, IL

January 2006 – 2015

Pfeiffer Solutions

- Established diverse portfolio of turn-key marketing solutions for numerous corporate, agency, individual, and government clients
- Collaborated as a Executive Producer, Editor, Director, Videographer, and Project Leader for variety of digital, traditional, and event marketing projects

EDUCATION

THE UNIVERSITY OF IOWA, Iowa City, IA

B.B.A. Marketing, B.A. Cinema & Comparative Literature, Communications Studies Minor, *May 2006*

Business GPA: 3.82/4.0, Deans List: *2001-2003, 2005-2006*

THE UNIVERSITY OF NEWCASTLE, Newcastle, Australia, *Fall 2004*

Visit www.George-Pfeiffer.com for portfolio, skills, proficiencies, referrals, awards and more.