



# COMMUNICATION

Marketing

Design

Strategic Planning

RICH GODFREY

Branding

Advertising

Copywriting

Presentations

Video



Increase sales

through marketing ingenuity.

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## Marketing and Communication Consultant

Fulfilling organizational goals and objectives by coordinating marketing, branding, graphic design.

### Profile

Recognized communications expert offering 25 years of marketing and brand communication and graphic design experience. Results oriented leader in communication analysis, strategy, implementation and maintenance. Dynamic organizer, able to build team cohesion and inspire individuals to maintain strategy and achieve business goals. Exceptional ability to communicate and interface easily at senior executive and board of director levels.

### Professional Experience

**January, 2008 – present**

#### Godfrey Communications

Full service communication consultancy, specializing in marketing, branding and graphic design. Capabilities include, marketing, brand strategy and print and web design.

RICH GODFREY



### 2002 - January, 2008 Hands On Atlanta. Atlanta, GA

Director of Communications, Marketing and Recruitment

Senior management responsibility for all marketing, public relations, brand development and recruitment initiatives. Lead and motivate a department of ten full-time marketing and recruitment professionals.

#### Selected Results

- Raised annual volunteer recruitment levels from 5,000 to 15,000 new members annually.
- Created a five-year communication, budget and marketing plan for all programs and initiatives including recruitment and public relations.
- Developed and implemented all annual operational departmental planning.
- Hired in-kind support and directed Austin Kelley Advertising and See See Eye Design, Grey Advertising, Michael Sater Creative, and Communication 21 Public Relations.
- Created customer service initiatives, increasing volunteer retention 43%.
- Re-aligned the diversity of volunteer base to more closely resemble the diversity mix of Atlanta's population.
- Co-leader of Hands On Atlanta's response to Hurricane Katrina mobilizing more than 4,000 volunteers for the initial one-month response and within six months recruited hundreds of volunteer advocates to resettle 300 volunteer families in the metro Atlanta area.
- Created integrated marketing campaigns for annual Hands On Atlanta Day, MLK Service Summit and on going branding campaign featuring business leaders and celebrities, such as Indigo Girls, Jane Fonda, WSB-TV News Anchor, Jovita Moore and UPS CEO, Mike Eskew.

### 1992 - 2002 FUSE, Inc. Atlanta, GA

President

Founded and led mid-sized communications firm holding full P&L responsibility. Oversaw all finances, business development, client relations, human resources and administrative affairs.

#### Selected Results

- Led company to sustained bottom-line profitability in one year. In the first three years, grew the company revenues 75%.
- Transitioned company model from a mid-level design studio to a nationally recognized, award-winning brand communications firm.

- Facilitated numerous successful communications initiatives in both for-profit and not-for-profit arenas; worked with organizations of all sizes from start-up to multi-billion dollar companies, both domestic and global.
- Maintained excellent customer relations with virtually zero unsatisfactory experiences.
- Helped clients create economical marketing plans that maximize results while working within limited budgets.
- Recognized by peer groups with several major industry awards.
- Company and/or work featured in many industry publications.

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**1987-1992 Iconologic (previously Copeland Design) Atlanta, GA**

Vice President, Creative Services

Responsible for managing strategy and design for multiple clients, including The Atlanta Olympic Organizing Committee and The Coca-Cola Company.

**Selected Results**

- Managed the creative team and the communication strategy for Atlanta’s successful 1996 Olympic and SuperBowl XXVI bids.

RICH GODFREY

- Developed software to integrate communications between finance, account services and creative services.
- Led company to be the first firm in Atlanta to transition to a fully computerized design model.

**1991 - 1994 Portfolio Center and Georgia State University, Atlanta, GA**

Part-time Instructor of Graphic Design and Corporate Identity

Currently a guest lecturer on brand communication at Georgia State.

**1983 - 1987 Home Box Office, Inc. New York, NY**

**Graphic Designer**

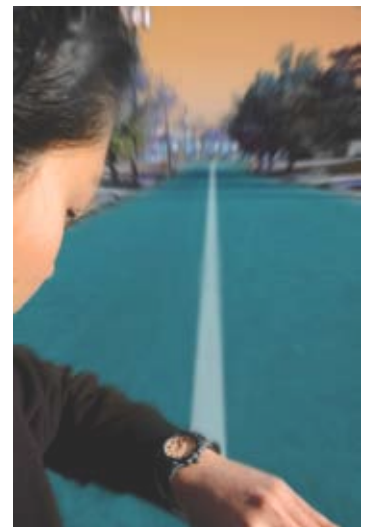
Helped guide the development of multi-million dollar marketing campaigns. Played a key role in strengthening HBO’s in-house creative department significantly reducing costs by reducing reliance on outside agencies.

**Education & Training**

Communication Arts degree from the Ringling College, Sarasota, FL

Continued Education at School of Visual Arts, New York, NY; The Goizueta School of Business, Executive Education Program, Emory University, Atlanta, GA

- Marketing Strategies
- MarkStrat3, Business/Marketing Computer Simulation and
- Brand Management.



## Emory's Goizueta Business School

**Issue:** Goizueta named a new dean in 1998 to help raise the school from a ranking of 40th to Top 20 worldwide.

**Insight:** I began the project by identifying the school's key audiences, assessed the competition, constructed a positioning statement ("Wisdom for the New World of Business"), and launched the brand awareness effort. Over the next few months, I reviewed all departments within the school, creating recruitment view books for MBA programs, alumni loyalty efforts, capital campaigns, and career development materials, maintaining brand positioning throughout.

**Impact:** Goizueta has risen to the list of the Top 20 business schools in the world. Executive MBA now ranks eighth and MBA applications increased 20%. Ultimately, I created the marketing materials for all the major areas of the school, including Executive Education, MBA Admissions, Career Management, BBA and Development.

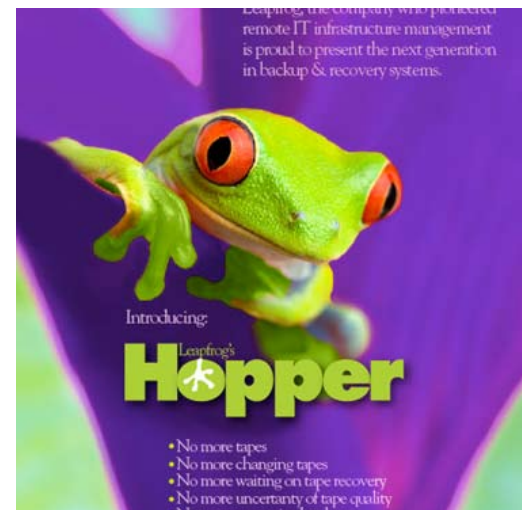


## Leapfrog, Extraordinary IT Services

**Issue:** In 1998, I was approached to develop a brand for a IT start-up named Leapfrog, a soon-to-be high-tech player in the Atlanta market. Leapfrog wanted to lower the "high-tech intimidation factor" prevalent among those outside the industry.

**Insight:** To establish credibility, I created a brand whose messages reflected Leapfrog's philosophy of exceptional service in an industry notorious for unreliability and whimsy where the competition is traditionally dry. To differentiate Leapfrog from its competition, I created an approachable brand personality with a fun, colorful identity.

**Impact:** Leapfrog confirmed that its unconventional, memorable brand was popular among customers and prospective clients alike. After three years in business, Leapfrog secured market recognition, launched a new generation of remote computer diagnostic support and recently, acquired Virtex, another technical service firm.







## Atlanta's 1996 Olympic Games

**Issue:** In 1987, the newly formed Atlanta Organizing Committee (AOC) approached Copeland Design, my employer at the time, to help create the materials to solidify the International Olympic Committee's vote for the '96 Olympic Games. The advantages and head start attained by many of the other bid cities was a major factor in our approach to securing the bid.

**Insight:** As creative lead, I helped organize a strategy and plan which highlighted Atlanta's hospitality, diversity, close proximity, spirit and ability to organize and execute an event of Olympic magnitude. Materials created relayed targeted messages and images that focused on the city's wealth and diverse, friendly environment.

**Impact:** Atlanta was awarded the Olympic Games, and went on to present a successful event. This project led to several similar ventures.



## Kids II - a juvenile products company

**Issue:** In 1993, this company was named Pansey Ellen and had moderate sales in the juvenile toy products industry. It sorely needed a stronger brand presence to stake out a more commanding position in larger retail chains such as Toys "R" Us, Kmart and Wal-Mart.

**Insight:** I created a competitive strategy as well as a new identity that conveyed Kids II's unique position as a company with a global presence, trustworthy products, and user confidence. In a category where shelf space was dominated with white packages with pastel accents, I executed a visual identity system of red, purple, and fuchsia on Kids II's packaging.

**Impact:** Rebranding revitalized the entire company and Kids II was rewarded with a 73% increase in sales for the year following the change. Parents came to recognize the unique color palette of the company and in 1998, Kids II sales surpassed \$75 million, up from \$17 million in 1993.





## IBM/World Book, 1998 Multi-Media Encyclopedia

**Issue:** In 1997, with the rapid onset of multi-media computer software usage, World Book knew it had to strategically compete or rapidly lose ground to the leading multi-media encyclopedia, Microsoft's Encarta.

**Insight:** After researching audience groups, I determined that the packaging had to be recognizable enough to maintain World Book's well-intact customer loyalty. The packaging projected a sophisticated and heroic look that dovetailed with World Book's established print brand.

**Impact:** World Book not only successfully competed for shelf space but also was awarded the "Excellence in Packaging: Best of Show" honor by the Software Publishers Association. Other recognition included PC World's "A" rating in January 1998, and the Computer Times Editor's Choice Award (for home schooling), also in January 1998.



## Hands On Atlanta – The largest volunteer service organization in the nation

As Director of Communications, Marketing and Recruitment, I was responsible for all marketing, public relations, brand development and recruitment initiatives. This included leading a department of 10 full-time marketing and recruitment staffers.

During my tenure, the department raised active volunteer recruitment levels from 5,000 to 15,000 people annually. I created and implemented a five-year communication and marketing plan and budget to attain those goals. I also developed similar plans for over 25 organizational events, including Hands On Atlanta Day and the MLK Service Summit. I developed and executed a "One-to-One" customer service program, increasing volunteer retention by 43%.

I co-led the initiative to organize Hands On Atlanta's response to Hurricane Katrina by mobilizing more than 4,000 volunteers in the initial four-week period following the disaster.



# TESTIMONIALS



"I just wanted to express my gratitude and admiration. From the beginning of our working relationship, I never doubted your having our best interests at heart – you reinforced that feeling 100 times over. That is the way to win clients for life."

– Peter Topping, author of "Clients For Life"  
Director of Executive Education  
Goizueta Business School

"We are grateful...for your constant creativity and professionalism to advance the face of Leapfrog. On top of all this, you are downright fun to work with and we feel so lucky to be associated with you."

– Claire "Yum" Arnold  
CEO  
Leapfrog Computer Services

"Godfrey's work, though often tinged by the radical, always manages to project an aura of elegance."

– Laurel Harper, former Managing Editor of HOW Magazine author of "Radical Graphics, Graphic Radicals"

"We had a general idea of what to do with our brand, but you have been such a huge help in bringing a brand voice to our department and to Children's Healthcare of Atlanta as a whole. You helped us focus our whole effort back on where it counts – the kids."

– Randy Davis  
Director of Communications  
Children's Healthcare of Atlanta Foundation

"Rich, A magnificent achievement from a great guy. Thank you for all of your help, past and future. With deepest respect."

– Billy Payne  
Chief Executive Officer  
Atlanta Committee for the Olympic Games

"Rich Godfrey, recently was named a 'revolutionary' graphic designer by author Laurel Harper in her new book, Radical Graphics, Graphic Radicals which spotlights 40 individuals and firms around the world that have influenced the look of everything from alternative rock packaging to ad campaigns."

– Atlanta Business Chronicle

"Rich has the ability to see the greater potential for a brand or organization. He takes a thoughtful and innovative approach in his development of the positioning and messaging. From Atlanta's 1996 Olympic bid and Emory University's Goizueta Business School to Hands On Atlanta, I have seen him create masterful communication strategies. Rich takes the time to dig deep and he is wholly dedicated to your company or effort until he achieves the results you desire, whether it's a better market position or simply higher brand awareness. I would hire him in a heartbeat for whatever marketing communication challenge you may have."

– Madeline Belfoure  
Senior Vice President  
Cornerstone Bank





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