

# RICK L'AMIE

## Innovative Marketing and Strategic Communications Leader

Austin, Texas

512.924.4000

ricklamie@gmail.com

### SUMMARY

- Energetic strategic thinker
- Results-oriented and data-driven
- Managed multi-level advertising campaigns and the talented staff and advertising agency partners who developed them.

### EXPERIENCE

#### Marketing & Promotions

- Expertise in B2C, B2B, public sector and non-profit
- Strategic branding & promotions
- Lead generation and conversion
- Targeted digital and social advertising

#### Strategic Communications & Public Relations

- Key message development and consensus building
- National, regional, and local earned media experience
- Social and digital communications planning and implementation
- Public involvement and community outreach expert
- Skilled writer and speaker
- Crisis communications expert

#### Internal & Corporate Communications

- Media spokesperson
- Organizational publications, speech-writing and presentation preparation, web site content and design, fund-raising support, new business development and media training

### EXPERTISE

- Microsoft Office Suite
- WordPress CMS web content and layout
- MailChimp and Constant Contact newsletter platforms
- Trained in the Systematic Development of Informed Consent (SDIC)
- Photography, Lightroom & Photoshop

### SERVICE & ACTIVITIES

- Austin Habitat for Humanity Volunteer
- Balcones Woods Neighborhood Association Board of Directors
- AustinYMCA Board of Directors & Adventure Guides Leadership Team
- Various church volunteer and leadership activities
- Marathon runner, cyclist, photographer, hiking, camping & outdoors enthusiast

### WORK HISTORY

#### 2019-present Chief Marketing Strategist

- Outsourced Chief Marketing Officer Consultancy.
- Deliver fractional marketing communications strategies to drive growth, revenue, and reputation for B2C, B2B, non-profit and public sector.
- Clients include VIA Metropolitan Transit and QA Consulting, Inc.

#### 2018-2019 Director of Marketing

##### VIA Metropolitan Transit, San Antonio

- Developed and implemented innovative marketing and promotions campaigns that lead to a 30-percent ridership increase on key bus routes.
- Developed go-to market promotional strategy to enhance VIA's overall reputation, increase ridership, and gain public support for transit initiatives.
- Managed multi-level advertising campaigns and the talented staff and advertising agency partners who developed them.

#### 2015 - 2018 Texas Market Director

##### Images, Inc., Austin

- Created and implemented comprehensive communications and public involvement strategies as a consultant for complex government transportation projects.

#### 2013 - 2015 Manager of Communications

##### Central Texas Regional Mobility Authority, Austin

- Managed and implemented innovative marketing campaigns, social media, public relations, advertising, media relations and crisis communications activities to engage the public and attract new toll road customers.
- Developed public involvement strategies for multiple complex transportation projects.

#### 2012 - 2013 Communications Director

##### E3 Alliance, Austin

- Managed strategic communications, branding, media relations, marketing, promotions, advertising & social media for non-profit education collaborative. Led outreach efforts for successful school attendance campaign.

#### 2010 - 2013 Owner and President

##### Moxie Marketing Consulting Firm, Austin

- Provided simple and effective marketing consulting and coaching services to small business owners.

#### 2003 - 2010 VP Marketing

##### Capital Metropolitan Transportation Authority, Austin

- Developed award-winning marketing and public relations campaigns
- Lead successful public education and community outreach campaign resulting in voter approval for Austin's first passenger rail line.
- Served as agency spokesperson.
- Managed branding, strategic communications, public involvement communications, media relations, advertising, social media and crisis communications.

#### 2001 - 2003 Vice President & Gen. Manager

##### Vollmer Public Relations, Austin

- Managed account teams for business and non-profit clients, including Verizon Wireless, Verizon Foundation, Birch Telecom, Whole FoodsMarket, La Madeleine, Texas Council on Family Violence, Michael & Susan Dell Foundation and more.

### EDUCATION & AWARDS

#### Texas Tech University

M.A., Mass Communications

B.A., Journalism

#### American Public Transportation Association

Multiple National AdWheel Awards for marketing campaigns.

#### IABC National Gold Quill Award

Texas Council on Family Violence Domestic Violence Campaign.