
JOHN-TALMAGE MATHIS

PO Box 312449
Enterprise, AL 36331

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Willing to Relocate

Cell: 337-802-9663
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Marketing & Branding Strategist

- **Capable builder and leader of top-notch teams** with a track-record of delivering excellent promotions, enhancing brand awareness, increasing customer satisfaction, and improving customer retention.
- **Led management teams of up to 10 and supervised up to 100 employees.**
- Strong ability to assess operational needs and to establish strategies that increase productivity and improve cost effectiveness. **Excellent communicator**; strong interpersonal skills to influence critical business decisions.
- **Recognized for excellence:** Often receives letters of appreciation from customers commending professionalism and competence. Consistently received positive evaluations and honored with “employee of the month” status.
- **Solid credentials:** Holder of multiple degrees including an MBA, a Bachelor’s in Business Marketing, a Bachelor’s in Business Management, and an Associate’s in Information Technology. **Proud military veteran.**

CORE COMPETENCIES

- New Business Development
- Direct Mail Marketing
- Creative / Collateral Design
- Product & Service Promotions
- Image / Brand Development
- Reporting & Analysis
- Staff Leadership & Development
- Customer Relations & Service
- Cross-Functional Collaboration
- Event Planning & Management
- Presentations & Negotiations
- Budgets & Cost Containment

PROFESSIONAL EXPERIENCE

PINNACLE ENTERTAINMENT, Boomtown Casino and Hotel – Bossier City, LA

Marketing Coordinator / Direct Mail Specialist, 4/2010 to 5/2011

Key Accountabilities: Supporting the Vice President and Marketing Director, led creative design and print collateral oversight, special events management (including response tracking), pro-forma reports of event analysis and profitability, marketing campaign analysis utilizing SPSS analysis software, management of direct mail strategy, staff supervision, and cross-functional interaction & leadership.

Key Contributions:

- Instrumental in the development and launch of a new and exclusive loyalty card membership for elite patrons.
- Streamlined and targeted advertising for maximum effectiveness using Google Analytics.
- Discovered and eliminated reporting errors that resulted in overpayment of bonuses.

CINEMARK USA, INC. – Various locations: Lake Charles, LA | Tulsa, OK | Shreveport, LA

General Manager, 5/2004 to 12/2009

* Promoted from Senior Manager.

Key Accountabilities: Daily operations of theatres including customer service, maintaining operational standards, recruitment/training, cash/inventory management, concessions operations, budget management, ordering/inventory control, oversight of facility maintenance, and monitoring competitors’ pricing.

Key Contributions:

- Increased internal audit scores at each location by at least 40% by identifying and eliminating inefficiencies.
- Significantly decreased customer complaints and improved mystery shops to “Excellent” by increasing scores to 90% from previous scores of low 70th percentile.
- Slashed daily average cash and inventory shortages by 85% and payroll expenses by 3% while increasing concession sales by 5%.

CINEMARK USA, INC. – Continued...

- Increased revenue by creating value packages for customers and empowering staff with knowledge.
- Grew attendance by successfully targeting and capturing minority audiences.
- Nominated for two consecutive years by Shreveport Times as “Best Movie Theater” under my leadership.
- Instrumental in the successful grand opening of the Lake Charles location. Chose carpet design, selected interior color, and placed concession equipment at the Tulsa location.

EARLY CAREER HISTORY

AAFES – Various locations: Heidelberg, Germany | Fort Polk, LA | Fort Hood, TX

Assistant Food Area Manager, 5/1997 to 5/2004

* Promoted from Assistant Manager and Supervisor positions.

UNITED STATES ARMY / ARMY NATIONAL GUARD – Various locations: Fort Polk, LA & Aberdeen, MD

Last Rank Held: Specialist (E-4), 10/1999 to 10/2007

Two years active duty and six years Louisiana National Guard. Honorably Discharged.

Awarded Army Service Medal. Position required Secret Clearance.

EDUCATION & TRAINING

LOUISIANA STATE UNIVERSITY – Shreveport

Master of Business Administration, 2010

Executive Track Courses: Strategy Execution, Competing Analytics, Innovation and New Opportunity, Power and Persuasion, Best Practices in Executive Communication, White Collar Crime

MCNEESE STATE UNIVERSITY

Bachelor of Science, Business Marketing, 2007

Minor: Mass Communications – Public Relations

Bachelor of Science, Business Management, 2007

Associate of Science, Computer Information Technology, 2007

* *Dean’s & President’s List*

Professional Development & Honors:

President, Toastmasters Organization

- Developed key communication, public speaking, and leadership skills.

FMP (FoodService Management Professional) Certification – National Restaurant Association

- Recognized as an exceptional manager who has achieved a high level of knowledge, experience, and professionalism.

Honor Graduate – US Army Ordnance Training School

- Gained technical skills and leadership values.

NOTABLE ACHIEVEMENTS

- Authored two books.
- Authored product development patent applications.
- Named top marketer by Braun for promotion of their electronic toothbrush.