

William Lessing Hazelton

1116 East Madison, Colorado Springs CO 80907 USA
1.719.487.5777 / williamhazelton@hotmail.com

Seeking

Dynamic position in Marketing and Communications that allows for creative forward thinking, coupled with effective applications. Using my strong leadership, financial, organizational and managerial skills combined with highly innovative, creative problem solving abilities, I strive to help corporations or nonprofits improve their image, communication effectiveness and profitability.

Positions Held

Marketing Communication Manager & Corporate Creative Director: TeleMatrix,Inc/Teledex,Inc/Scitec,Inc (Cetis,Inc). 2002-July 6, 2010 Colorado Springs CO

The world's leading manufacturer and distributor of hospitality IP and analog telephone end-points, with offices and warehousing in Milton Keynes UK, Dubai UAE, Mumbai India, Beijing China and world headquarters in Colorado Springs CO USA.

- Directed all phases of marketing, which led to TeleMatrix/Teledex/Scitec (Cetis, Inc) being recently named one of Colorado's Top 50 Businesses to Watch in 2010 .
- Formulated, implemented and oversaw domestic and international marketing budgets by brand. Never exceeded a budget in eight years.
- Established distinctive brand identities for world leading products.
- TeleMatrix grew from 10M to 40M under my marketing and communication direction.
- Orchestrated two extremely successful public relations strategies during the acquisition of additional companies.
- Spearheaded creative, effective and on-target campaigns for print, web and e-marketing strategies.
- Oversaw web sites production, site mapping, graphics, functions, tracking and upgrades.
- Cultivated strong relationships with all media, becoming the 'go to' person for telephony interviews and breaking industry information.
- Organized participation in 276+ domestic and international trade shows, including selection, contracts, logistics, collateral, booths, graphics, personnel and premiums.
- Provided highly effective sales support via collaboration with domestic and international Sales Directors.
- Energized sales directors, employees, customers and upper management with stimulating, entertaining and powerful marketing presentations.
- Corporate Creative Director for all promotional materials, corporate culture and communications.

President & Owner: Hazelton Marketing & Promotions, Inc.

1984-2001 Colorado Springs CO

Seventeen years of successful small business operations, dealing with hundreds of regional and statewide businesses. HM&P constantly evolved, keeping abreast of market trends, new innovations and progressive channel marketing. Range of project varied greatly, from revitalized events such as Territory Days for Old Colorado City to updating image branding of longtime business like Olson Plumbing and Heating Co.

Restaurant Manager & Developer: The Orleans Restaurant - The Bistro Restaurant

1981-1984 Colorado Springs CO

Used marketing skill to develop theme restaurants, complete with décor, cuisine, dress, music and serving style, creating a dining escape experience that was highly successful.

Hotel/Resort Marketing & Recreational Manager: Park Place Motor Inn and Ranch Rudolf

1976-1980 Traverse City MI

Directed all marketing and advertising efforts, along with creating and organizing events. Including, the second largest cross-country skiing event in America - The VASA.

Skills & Responsibilities

- Planning- strategy, budgeting, research, target marketing, channel marketing and team building.
- Creatives- concepting, design, copywriting, photography, and coordination, all with the emphasis on producing highly effective, eye-catching promotional materials.
- Production- print, web sites, e-marketing, direct, press, promotions, specialty, events, trade shows and internal/external communications.
- Implementation- media placement and purchase negotiations, collateral, web search maximization, Google AdWords, sales presentations, public relations, marketing presentations and distribution, show logistics and organization.

Non-Profit Leadership

- President, Garden of the Gods Rotary Club
- Rotarian of the Year 1991-1992
- President, Pikes Peak Regional Development Corporation - the regional CDC (Certified Development Corporation) with an \$80,000,000. portfolio.
- Chairman, William and Betty Osborne Trust - Westside Colorado Springs and Teller County needs trust. During my tenure the trust was transferred to a Private Foundation enabling a 5% annual distribution, amounting to nearly \$100,000. turnaround for those in need.
- Chairman, Champions Program - El Paso High School Student Athlete honoree and four year scholarship program, with over 350 students participating.

References and portfolio available upon request