

## Todd Ridley

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### a few good marketers skill set

- Accomplished leader in creative direction and design, and successful entrepreneur with a strong portfolio of successful projects and happy clients.
- Talented at branding from concept through distribution to all facets of a business, from marketing materials through product development.
- Combined creative and management skills that offer all around solutions to marketing and visual communications problems.
- Extensive experience in all major software applications, including Adobe, Windows, Macromedia.

### professional experience

NeoSynergy, Inc. / Formerly MotorAlley, LLC (Bloomfield Hills, Michigan) 2007 – January 2009

#### Vice President Creative Director

Lead the design for company's entire customer facing products for both B2B and B2C communications. Assist in creating national sales force with strategy and support, and communicate branding and product enhancements/development to in-field personnel. Manage all aspects of marketing and work with outside agencies to ensure message and brand distribution/penetration.

#### **Major Contributions**

- Created new brand for company on launch after merger with graphics standards package, website, newsletter, sales material, etc.
- Managed company presence at major tradeshows across the country including booth concept, design and installation, vendor support, marketing efforts, staffing and training. Managed budget for 3 tradeshows was \$450,000. Surpassed sales goal for each tradeshow.
- Worked closely with communications firms on press releases, campaigns and projects.
- Designed and developed front end products with a team of developers that included our consumer facing website, our business facing offices portal for reporting, and advertising network including AOL Autos and Google.
- Our product was named in the "Ten Cool Dealership Technologies Found At NADA," by Automotive News and in the "10 Trends in '08," by Wards Dealer Business Magazine.

**MotorAlley, LLC (Bloomfield Hills, Michigan)**

**2004 – 2007**

Creative Director, Founding Member

Help to found company and website to help consumers find the best prices on new vehicles. Contributed equally with 3 other founding members on new business and product development. Led the consumer-facing aspects of the company.

**Major contributions:**

- Co-developed the company's core product, Best Deals, which took dealers advertised pricing normally only seen in print publications and distributed it online (currently under patent application).
- Designed and developed the consumer facing website, motoralley.com.

**AutoByTel, Inc. (Troy, Michigan)**

**2004**

Creative Director

Managed creative team in continuous improvement of the companies premier consumer site, Car.com. Created the CarTV.com brand and website, and managed the design and implementation of video car reviews.

**Major contributions:**

- Managed relations with auto manufacturers to create a new press fleet for small team of reviewers.
- Presented initial reviews of new cars for video recorded in-field and in-studio.

**Car.com, purchased by AutoByTel (Troy, Michigan)**

**2001 - 2004**

Creative Director

Managed creative department for lead-generation company that included graphic designers and content publishers. Oversaw the design and implementation of all creative including all website presences and marketing/sales materials. Supported business development.

**Major contributions:**

- Managed the team responsible for designing and launching Car.com in a 7-month process that included input from 4 departments. Presented plans from concept to development to the company and its executives at several points in the process.
- Created landing sites that improved lead conversion and lead traffic to dealership clients (our core product).
- Managed the company presence through large affiliate network with banner advertising, etc.
- Worked closely with executive management on product development/enhancement on a daily basis.

**Walbridge Aldinger Company (Detroit, Mich.)**

**1998 - 2001**

Marketing Coordinator / Web-Master, Developer

- Managed marketing for civil construction division including proposals, project award submissions (several awarded from various regional and national groups).
- Redesigned and developed corporate website, and designed/developed several large project websites (Like the Detroit Institute of Arts, DWSD Projects).
- Employee of the month award, served on the steering committee, ran several training sessions and luncheon corporate classes around marketing and websites.

**G2Graphics (Detroit, Michigan)**

**1998 - Present**

- Principal creative talent specializing in web and print design and publishing
- Highlights include wide-ranging projects in scope and industry for GM Corporate, local organizations like AGC of Michigan and MUST, a large political campaign, and jazz legend Billy Strayhorn.

## education

BS Arch. 1995

Lawrence Technological University, Southfield, Michigan