

Chip Hunnicutt

4778 Wellesley Drive, Woodbridge VA 22192
(585) 789-0668 • mailme@chiphunnicutt.com
[linkedin.com/in/chiphunnicutt](https://www.linkedin.com/in/chiphunnicutt)

EXECUTIVE PROFILE

Creative Driver ▪ Web Sales & Marketing Strategies & Implementation
Business Development ▪ Sales & Marketing Management ▪ Operations ▪ P&L Responsibility

Experienced marketing executive with proven success in online initiatives, general management and business development.

Technology savvy marketing leader, who ensures the effective execution of simultaneous projects without compromising quality, timeliness or functionality. Led successful executive level marketing and sales campaigns in environments where growth and accountability were paramount. Extensive qualifications in the following competencies:

- Strategic Alliances
- Market Penetration
- Affiliate Sales & Marketing
- Marketing Strategies & Implementation
- Marketing Communications
- Media Planning
- Strategic Business Positioning
- Project Management & Implementation
- Consumer and Government Relations
- Designing/Redesigning E-commerce Marketing

CAREER SYNOPSIS

Safari Club International, Washington D.C.

2019- 2021

The world's leading advocate of hunting rights and wildlife conservation. Based in the Washington D.C. office with locations in Tucson, Arizona and Ontario, Canada, supporting 40,000 members in 160 chapters around the world.

DIRECTOR OF MARKETING AND COMMUNICATIONS

Lead a newly-created Marketing and Communications department overseeing all aspects of revenue growth, marketing and advertising, and communications.

- Increased sponsor, licensing and merchandising revenue 55%, the greatest period of growth in the organization's 50-year history. My team signed seven new sponsors, saw three existing sponsors increase their investments and increased SCI's net across all renewals, signed seven licensees and negotiated a zero-liability merchandise vendor partnership that turned that program from a perennial loser to a significant source of revenue.
- Increased the reach and improved the appeal of SCI to the most potent non-member audience: the U.S. hunter, through the most expansive multi-channel marketing and advertising plan the organization had ever conducted.
- Launched a new line of logowear, an on-site store at the organization's annual convention, and an online store with a return rate of <1% and profitability rate of 40%.
- Negotiate revenue-generating agreements, paid prostaff contracts and managed a team of 27 social influencers and 11 broadcast/social media personalities.
- Led redesign of flagship website and e-commerce store to properly focus on communication with members, educate non-members and encourage membership and event sales.
- Assumed the added role of Creative Director, performing services to ensure a professional production of video projects, advertising pieces, social media graphics, collateral, large-format convention graphics and led development of a digital asset management (DAM) system.

- Managed creative and communications agency relationships.
- Member of the CEO's strategic team for the acquisition of Texas Trophy Hunters Association and joint venture with Buckmasters.
- Produce and host the organization's first podcast program, "SCI Tag Soup".
- Grew total social media following 8.3%. Follower growth on Instagram increased 209%, LinkedIn 145%, YouTube 19% and Facebook 1%.
- Manage six direct reports, eight total.

Century International Arms, Inc., Delray Beach, FL

2018- 2019

The largest U.S.-based AK-47 manufacturer and a sixty year old firearms importer specializing in surplus arms. Exclusive U.S. distributor for Canik pistols of Turkey. Imported ammunition sold under the Red Army Standard brand and AK accessories offered under U.S. Palm.

DIRECTOR OF MARKETING

- Develop a marketing strategy and vision for expanding distribution channels and driving product awareness among consumers.
- Plan, develop and implement marketing, strategies and tactics.
- Negotiate, budget and direct all facets of each brand's advertising efforts, inclusive of print, television, social media, websites, packaging, online retail presence and grassroots efforts.
- Manage a staff that includes a Tradeshow Coordinator, Marketing Manager, Social Media Manager and Graphic Designer.

Arcus Hunting LLC, Covington, GA

2016- 2018

Acquisition and growth platform with a portfolio of leading brands in the hunting and archery categories: Tink's, Dead Down Wind, Obsession Bows, Ramcat Broadheads, Trophy Taker, Big Game Butter and Rack One.

DIRECTOR OF MARKETING

Establish a Georgia-based marketing department for the rapidly growing holding company while ensuring continued success for established brands and creating a path of growth for newly acquired brands.

- Plan, develop and implement marketing, strategies, communications and public relations activities for all brands.
- Negotiate, budget and direct all facets of each brand's advertising efforts, inclusive of print, television, social media, websites, packaging, online retail presence and grassroots efforts.
- Led the effort to refresh the 20-year old Dead Down Wind brand including a new identity, logo and packaging.
- Manage a 12-month project to move all branded websites to a common e-commerce platform, integrate those sites with internal accounting systems and relaunch sites, each with an entirely new front-end design.
- Provide editorial direction, design oversight and distribution of all advertising, collateral and packaging.
- Manage a staff that includes a Creative Director, Marketing Manager, and E-Commerce Director.
- Manage creative, media and internet agency relationships.
- As member of the Executive Leadership Team, participate in annual strategic planning cycles, present to the Board of Directors, and contribute to corporate guidance planning efforts.

Crosman Corporation, Bloomfield, NY

2010- 2016

World's largest designer and manufacturer of airguns and airgun ammunition. Crosman also operates divisions producing optics, archery, and airsoft products.

MARKETING MANAGER (2013-2016)

Define and execute marketing initiatives across television, print, online, events and in-store and define product strategies for the company's website. Oversee media and public relations to ensure the company fully leverages partnerships, sponsorships, and events and drive maximum value across all communication channels. Direct online sales efforts of all brands and grow revenue through effective promotions and creative content.

In 2016, successfully developed and executed promotional rollout of the company's revolutionary new Airbow product line, leading it to be the most successful sales launch in company history. Work directly with state legislators and wildlife agencies to educate, inform and adapt regulations to allow its use in their hunting seasons.

- Member, Congressional Sportsmen's Foundation Sub-Committee for Airguns and Airbows
- Budget and strategic planning responsibility for broadcast, print and online media.
- Work directly with advertising partners, television personalities and sponsored properties to ensure proper brand positioning and develop messaging.
- Collaborate with Product Managers to develop hunting products and specialized products for online sale.
- Led planning and execution of the 2016 introduction of the Benjamin Pioneer Airbow which became the most successful launch in the company's history.
- Manage spokesperson partnerships and hunting prostaff.
- Manage in-store signage program.
- Act as strategic resource to the company's online retail customers.
- Increased online revenue 87%, beat sales goal by 29% in 2013 and 25% in 2014, beat profit margin goal by 9% in 2014
- As member of Returns Reduction Committee, contributed to a team who's efforts led to a 23% reduction in product returns

WEB AND SOCIAL MARKETING MANAGER (2010-2013)

Increase sales for the company's online stores through strategic ecommerce initiatives. Expand the company's social footprint by leveraging existing and emerging technology. Engage customers on their turf and contribute to the continued growth of the company's leadership position among sporting goods manufacturers.

Work with marketing team leaders on the issues affecting their areas; contribute creative ideas to graphics and packaging design team, strategic planning to PR Manager and assist VP Marketing with broader issues.

- Achieved a 5 year revenue goal two years ahead of schedule
- Increased online revenue an average of 30% annually over a four year period
- Introduced an affiliate marketing component that within 5 months was contributing 15% of revenue
- Increased website traffic 130%. In 2011, traffic was more than the previous two years combined.
- Managed design and launch of the company's international, multi-language web presence.
- Create and execute long term content strategy. Establish goals, determine metrics and monitor analytics.
- Manage online stores for all brands and online launches of new products and technology
- Design, coordinate and execute promotions with online partners
- Manage social marketing efforts across six (6) social accounts and create content for three blogs and a newsletter.
- Plan, create and distribute corporate and product videos
- Distribute monthly social media report to all employees, sales staff and executive management
- Serve as "face" of company through online interactions and videos
- Plan and execute broadcast commercials including initial concepts, script writing and acting
- Member of hunting prostaff

Basho Creative LLC, Wilmington, NC

2008- 2009

Provides creative design services to clients across the country and in every industry, specializing in brand enhancement via online technologies.

PARTNER, DIRECTOR OF SPECIAL PROJECTS

Directs iPhone application concept, creation and development. Manage proprietary website development. Handle promotion and securing advertising for company-owned websites. Direct P&L responsibility. Manage general accounting, HR and day-to-day management duties.

- Improved clickthru rate for client's Google AdWords campaign 149% by evaluating keywords and adjusting campaign emphasis

Doubletough Ventures, Inc., Wilmington, NC

2005 -2016

Consulting services and solutions in online advertising, marketing, audio/video podcasting products and website design.

OWNER – GENERAL MANAGER

- Developed first iPhone application for scoring game animals using official scoring methods including Boone and Crockett Club and Pope and Young. Gained official product status from Safari Club International as their first mobile application.
- Developed AnchorpointOutdoors.com, a full-featured hunt club manager
- As Owner and General Manager, wielded full responsibility for developing internet-based advertising solutions and providing consulting services for businesses requiring cost-effective online solutions. Directly performed the artistic creation of and managed website design initiatives. Directed all sales, account management, and budget management functions.
- Provided video and audio podcasting products to over 300 local real estate sales professionals
- Operated an outdoor blog drawing 2,000 monthly unique visitors

Prudential, Wilmington, NC

2004-2008

MARKETING DIRECTOR, BURROUGHS & CHAPIN REALTY, INC - NORTH CAROLINA DIVISION (2006-2008)

- Directed all advertising functions and the creation of annual marketing plans and budgets.
- Developed and managed sales support programs and first-of-its-kind comprehensive suite of marketing services for sales agents.
- Designed cooperative advertising opportunities for sales professionals representing affluent clientele.
- Represented division on the corporate brand development team.
- Led technology team in designing new tools for sales professionals.
- Company improved to #28 in Prudential franchise network for sales and unit volume
- Increased website traffic 6.25% and page views 14.5% by embracing evolving technologies

MARKETING DIRECTOR - PRUDENTIAL CAROLINA REAL ESTATE (2004-2006)

- Supervised Advertising Manager and contract Graphic Designer.
- Planned annual marketing mix of electronic, broadcast, outdoor, print, direct mail and agent incentives.
- Prepared annual budget and negotiated key vendor contracts.
- Managed website performance for search-ability and function.
- Managed corporate publicity including internal and external PR campaigns.
- Drove company to #49 in Prudential national franchise network for sales and unit volume.
- Contributed in company's ranking increase from #5 to #3 in market share in a field of 26.

Sea Thunder, LLC, Calabash, NC

2000-2003

Entertainment and sightseeing services aboard a custom offshore powerboat.

OWNER

- Handled advertising, marketing, sales and accounting functions. Directly led, managed and trained staff of five. Managed brand identity, coordinated merchandise development and promotion. Produced internet and print advertising graphics and promotional materials. Led cooperative advertising initiatives with area business leaders. Managed supplies, customer service and performance of support services.
- Increased revenue (\$135,510) 216% over three years through no-cost cooperative marketing and event scheduling
- Led company to #1 ranking in market among 15 comparable activities based on customer satisfaction
- Increased ticket sales 238% through creative on-board advertising

Performance, Inc., Chapel Hill, NC

2000

Catalog and online retailer of cycling products and accessories.

WEB MARKETING COORDINATOR

- Managed all internet-based marketing programs. Developed and managed online travel initiative. Developed strategic partnerships.
- Managed affiliate sales program.
- Increased affiliate recruitment 30%, total orders 71% and affiliate-generated revenue 73%
- Raised recruitment 363% for online store affiliate program
- Generated new website purchase revenues by 71%
- Created new revenue, up 73%, for website visits generated by online store affiliate program

Professional Rodeo Cowboys Association Properties, Inc., Colorado Springs, CO

1996-2000

LICENSING COORDINATOR (1998-2000)

- Managed all licensed products functions. Assisted with corporate partnership sales and renewals. Ensured fulfillment of corporate sponsorship agreements. Facilitate athlete - sponsor relationships. Managed the Association's charitable entity. Developed and implemented organization's first internet-based store.
- Generated a 51% increase in licensing program revenue by negotiating expiring contracts to include restructured royalty rates and signing new licensees
- Raised Convention revenue by 17% by changing the format, upgrading speakers, and repackaging the event
- Created over 16% in new Awards Banquet revenue by improving promotion of the event
- Increased ESPN-televised World Champions Banquet revenue 14% with tighter controls on expenses and improved forecasting
- Negotiated a 3 percentage point increase, from 7% to 10%, in the standard royalty percentage and introduced five new licensing categories

ASSISTANT PROJECT COORDINATOR (1996-1997)

- Managed registry of personal sponsorships for PRCA athletes. Solicited new sponsors and fielded inquiries from potential partners. Event and sales manager for national convention and ESPN-televised banquet.
- Reduced convention expenses by 22% by reviewing current practices and negotiating new contracts
- Increased Awards Banquet revenue by 11% by implementing aggressive sales techniques

EDUCATION & TRAINING

United States Sports Academy, Daphne, AL

- *Master of Sport Science degree in Sport Management*

College of Charleston, Charleston, SC,

- *Bachelor of Science degree in Business Administration*

ASSOCIATIONS & COMMUNITY

1400s (501c3) – **Board Member**

Congressional Sportsmen's Foundation, Subcommittee for Airguns & Airbows - **former Member**

HONORS

"President's Award", - **Crosman Corporation**

"Online Marketer of the Year, Finalist," American Marketing Association, Rochester Chapter - **Crosman Corporation**

"Marketer of the Year, Finalist," American Marketing Association, Rochester Chapter - **Crosman Corporation**

"RBJ Best of the Web Finalist," Rochester Business Journal - **Crosman Corporation**

"Silver ADDY Award," Regional ADDY (Rochester-Syracuse) for Interactive Media - **Crosman Corporation**

"Marketing Innovation of the Year," Prudential Real Estate - **Prudential Burroughs and Chapin Realty, Inc.**

"Regional Addy Award - Print," Coastal Advertising & Marketing Professionals - **Prudential Burroughs and Chapin Realty, Inc.**

"Best Print Advertising," Cape Fear Homebuilders Association - **Prudential Burroughs and Chapin Realty, Inc**