

# James P. (Jamie) Dempsey

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## CAREER SUMMARY

Award-winning President of Integrated Marketing Campaigns and Brand Development Initiatives with more than 20 years of demonstrated growth and success in building cohesive, cost-effective marketing and public relations cultures ranging from privately held PR/marketing consultancy firms to large-scale retail chains, not-for-profit organizations and trade associations.

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## SKILLS, STRENGTHS & ACCOMPLISHMENT HIGHLIGHTS

- **Business & Product Branding** – Created a look and feel that communicates need and urgency for products, organizations and issues: Increased the American Fence Association’s failing membership by 63% over four years while maintaining record retention (88%). Increased brand recognition and reliance nation-wide.
- **Strategic Planning** – Created plans and programs to accomplish higher sales and higher consumer satisfaction, and then led teams to put the plans into action: Rebuilt a faltering Chamber of Commerce, developing systems for growth and success through leadership and volunteer training, leading to strong economic development in three Georgia cities. Created a niche tradeshow for 7000 photographers in the area of sports and event photography that has since grown to nearly 10,000.
- **Political and Corporate Advertising Campaigns** – Took strategies to market to increase consumer loyalty, create new customers, and put the branding of a product or person in the minds of soon-to-be customers, using both traditional and digital means: In the political arena, managed local, state and federal campaigns, winning all but two. In a landmark case, this included influencing the state of Georgia to repeal remaining prohibition laws, breaking a century-long deadlock and bringing an estimated increase of \$4 million of tax revenue into the state. In retail settings, through community and non-traditional marketing strategies, was top audio sales leader in the southeast US for thirteen months straight with Circuit City Stores early in my career.
- **Sales and Marketing Management Training** – Provided the tools necessary for others to thrive and their brands to succeed, replicating strategic success and ensuring continuity. Reformatted the branding for the Lions Clubs of Georgia, working with Club and State leaders to have 200 individual clubs tell the same story with their message- with a nearly 100% buy-in rate in Clubs contacted, after only eight months.
- **Versatile Leadership** – Whether working with customers or teams in the private sector, retail, government, or not-for-profit markets, have been able to meet people at their level and exceed expectations. Communication and learning to adapt has been key to building relationships that last.

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## EXPERIENCE

*July 2006 to Present*     **Moosehead Marketing Solutions**, Loganville, GA  
President

Created and developed an independent marketing and public relations outfit, focusing on strategic planning, marketing planning, and implementation primarily for small/medium businesses and trade associations. Utilized networked resources and contractors to offer competitive pricing for printing, web design, and event marketing.

*Mar 2010 to May 2015*     **Greater Eastside Chamber of Commerce**, Snellville/Loganville/Grayson, GA  
President

Rebuilt a faltering organization, and created systems for continued growth and success amongst local businesses, utilizing the talents of a strong Board of Directors as well as volunteers. Led organization growth through continuing education, involvement with the local community, and help in economic and business development in the area, bringing in businesses and creating jobs and a stable working and living environment.

*May 2005 to Sept. 2007*     **Stratix Corporation**, Norcross, GA  
DHS/ FEMA Team Lead

As a contractor, was responsible for supervision of an operational team assigned to work alongside US government personnel to perform duties regarding the tracking and inventory control of government assets and commodities used in National Disaster relief. Through the use of technology and person resources, it was necessary to be prepared to perform many varied duties, often on short notice, either alone or with a team, benefiting the completion of a given field mission, or in Washington, D.C.

*May 2005 to April 2006*     **Ground Round Restaurants**, Snellville, GA  
Bar Manager/ Franchise Consultant

Managed the day-to-day operations of a restaurant tavern, including inventory, personnel, finance and profit. Responsible for promotion, PR and advertising for the bar as well as its associated restaurant. Consulted regional franchisees on grand opening training, advertising and promotions.

*Mar 2004 to* **IAPEP, CPI**, Atlanta, GA  
*May 2005* Executive Director

Managed and supervised the day-to-day functions of **International Association of Professional Event Photographers (IAPEP)** as well as a start-up association, **Commercial Photographers International (CPI)**. Combined, these sister organizations to Professional Photographers of America (PPA) represented nearly 1400 photographers in the US and around the world. Managed a departmental staff of 40 to create and implement marketing, PR, membership, tradeshow, education, conference, and finance efforts.

*Dec. 1997 to* **Dempsey Management Services, Inc.**, Snellville, GA  
*March 2004* Association Account Executive, Marketing Director

Supervised marketing and business development efforts for the Association Management Company. Acted as Marketing, Chapter Operations, and Member Services Manager for a major national trade association. This included award-winning membership and marketing campaigns, new Chapter development, and assistance in the production of a 6000-person trade show for the industry. Personally responsible for 63% membership growth over four years, as well as branding media across the US, resulting in increased awareness and dependence on association members.

*Aug. 1995 to* **Murphy's Tavern**, Athens, GA  
*Oct. 1997* Co-Owner/ Proprietor

Developed and co-owned a successful bar business. Supervised operations including sales, personnel, ordering, customer relations, marketing, advertising, and promotion efforts.

*Aug. 1993 to* **Circuit City Stores, Inc.**, Richmond, VA (Athens, GA location)  
*Dec. 1997* Roadshop Manager/ Corporate Marketing and Sales Trainer

Performed MECP Certified Car Audio Sales and Installations, car audio system design, based on customer-qualifying. Advanced into marketing, merchandising and training, both in-store and at the corporate level, after receiving over a year of monthly top Total Market Index (TMI) awards for high profits in sales.

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## EDUCATION

**Bachelor of Arts in Journalism (1996)**, University of Georgia, Athens, GA