

# James P. (Jamie) Dempsey

Loganville, GA 30052 | (706) 202-8574 | jdmoose1@hotmail.com | linkedin.com/in/jdmoose1

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## CAREER SUMMARY

Award-winning Association Executive Director and 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 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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## ASSOCIATION-SPECIFIC ACCOMPLISHMENTS

**Member Services Manager- American Fence Association-** Created new affinity programs and “reasons to join and stay a member” for AFA as well as other clients of the AMC. With the American Fence Association, worked with a volunteer leader to create a program in the US Job Corps to train new-hires into the fence industry, partnering with Job Corps to allow members of AFA to have first opportunity to hire these already-trained (and trained PROPERLY) employees to work at fence installation companies nationwide.

**Membership Manager- American Fence Association-** Increased the American Fence Association’s failing membership by 63% over four years while maintaining record retention (88%). This was done through a series of different programs, using a “spider web approach” to capture as many “flies” as possible.

**Marketing Director- American Fence Association, Georgia Association of Physician Assistants-** Through personal and agency resources, had brand placement in several consumer magazines and newspapers including the New York Times, Coastal Living Magazine, Practical Horseman, etc. Developed systems to increase reliance on the AFA brand as the “Good Housekeeping Seal of Approval” for an industry overcome with DIY’ers and amateurs.

**Executive Director- International Association of Professional Event Photographers (PPA)-** Absorbed an amateur-led organization into the folds of Professional Photographers of America, and developed the tradeshow component of ImagingUSA to reflect it (serving upwards of 7,000 attendees- has since grown to over 10,000)

**Executive Director- Commercial Photographers International (PPA)-** Facilitated PPA starting a niche association under its wing, including art contests, publications, tradeshow development, and affinity programs.

**President- Greater Eastside Chamber of Commerce-** Utilizing association management skills gathered over time, was elected president of the local Chamber, which at that time was faltering greatly, not running as a professional entity, etc. Within two years had succeeded in developing systems for growth and success (membership, service, education, and more) through leadership and volunteer training, leading to strong economic development in three Georgia cities. Served as president for six years before deciding to not run again and allowing a new generation of leaders to take the helm.

**Lions Clubs of Georgia- State Marketing Chair-** Utilizing these same skills, was able to take branding on a local level (which may be telling several different stories to members of different communities) and transform them into a process of nearly 300 service Clubs in the state telling the same, or very similar stories, utilizing color palates, verbiage, and training what amounts to an older generation, to see the need and viability of the younger middle-age generation, to follow in their footsteps of service to others.

**Association Awards of Excellence (GSAE)- Total Communications Program (AFA)-** Awarded for communications and branding efforts on behalf of the organization both nation-wide and internationally, leading to higher consumer satisfaction as thereby increased membership. Paired with newly-heightened member services, this led to increased retention as well as recruitment, in a previously declining organization.

**Association Awards of Excellence (GSAE)- Total Membership Program (AFA)-** Along with above-mentioned programs that increased customer (member) loyalty to the brand, also created programs for board members to recruit in their geographic areas: primarily a contest getting board members to work together with one another in ways they normally don't, and using team dynamics and synergies to recruit members and get recognition at the next board meeting, in a friendly-competitive manner.

**Stephen Styron Award (GSAE)- Outstanding Committee Chair- Membership-** Replicated several of the tactics discussed above and used them to increase membership within the Georgia Society of Association Executives, with similar success rates, leading to record setting percentages of growth.

**Centennial Anniversary GSAE Who's Who in Association Management-** Awarded this for efforts performed on behalf of the Association Management Community, the AMC portion of that community, and the Associations I have served, as well as efforts on behalf of GSAE itself.