

RICK TUROCZY

8295 SW 89th Avenue Portland Oregon 97223
503.780.8682 | rickturoczy@yahoo.com

PROFESSIONAL EXPERIENCE

2.2001 –

SENIOR MANAGER, MARKETING, PROSIGHT, INC

Manage strategy and execution for all facets of marketing communications, external communications, and internal communications, including branding, collateral, public relations, events, external and internal Web properties, sales tools, advertising, lead generation, and agency relations. Report to Vice President, Marketing.

- **Branding and positioning expertise** enabled company to create, define, and continue to lead commercial and federal “portfolio management” market, with limited budget and resources.
- **Creative, integrated program development** contributed to lead generation and brand awareness that fueled exceptional revenue growth, year over year.
- **Customer-relations skills** helped ProSight leverage public opportunities with executives in name-brand accounts like AAA of Northern California, AT&T, BMW, DaimlerChrysler, FDA, Ford, Hershey Foods, HUD, Panasonic, Sears, and Snap-on.
- **Interactive marketing expertise** drove increased Web traffic, improved Web lead generation, and solidified market position.

Hired specifically to re-brand company and effectively define a new software market

Search engine optimization experience has ProSight appearing among the top rankings for critical keywords

Marketing efforts have been consistently recognized and lauded by customers, partners, analysts, and competition

06.2000 -
02.2001

MANAGER, CORPORATE COMMUNICATIONS, MEDICALOGIC/MEDSCAPE, INC

Chosen by executive committee to oversee corporate communications following the merger of MedicaLogic, Medscape, and Total eMed. Managed all facets of marketing communications, branding, media relations, analyst relations, and agency relations for the company; worked directly with Investor Relations and Chief Financial Officer. Reported to Senior Vice President, Corporate Marketing.

- **Public relations skills** enabled MedicaLogic/Medscape to garner major media activity with customers like General Motors and NASA in industry verticals and popular media.
- **Positioning expertise** kept the Medscape brand and voice consistent even through executive management transitions.

Managed and served as lead art director on program that re-branded entire company as Medscape

Medscape coverage, public awareness, analyst interest, and average daily volume peaked during tenure

08.1999 -
06.2000

MANAGER, INTERACTIVE MARKETING & COMMUNICATIONS, MEDICALOGIC, INC

Selected by managers and executives to lead formation and development of a mission-critical interactive marketing program and position, designed to raise visibility of Web properties as part of the preparations for both an IPO and the launch of two new products.

- **Groundbreaking interactive marketing programs** created first integrated programs with measurable metrics for every marketing and public relations campaign, resulting in better understanding of the most effective methods for approaching target audience.
- **Agency management** enabled MedicaLogic to deliver first fully integrated print and interactive advertising campaign that resulted in 300% improvement in both Web traffic and name recognition.
- **Interactive community knowledge** allowed MedicaLogic to develop new means of communicating with customer community through electronic newsletters and publicly accessible forums, resulting in more than 10,000 subscribers in a six-month period.

Creative direction and development guidance on Flash-based CD directly contributed to more than 5,000 physicians trying a new software product

Worked directly with finance to develop “red herring” for IPO that resulted in stock price reaching \$54 per share

05.1999 -
08.1999

MARKETING SPECIALIST, MEDICALOGIC, INC

- **Marketing communications production knowledge** allowed MedicaLogic to pull expensive agency activities in-house, saving time and money.
- **Brand development skills** ensured consistency of MedicaLogic brand throughout the launch of multiple new products, even with the departure of the Director, Marketing Communications.
- **Microsoft Powerpoint expertise** enabled MedicaLogic executives, including CEO, COO, and EVPs to deliver consistent, creative, and brand-conscious presentations that helped company rise above the dotcom noise during drive to initial public offering.

Hired specifically to prepare MedicaLogic presentations and materials for IPO

04.1996 –
05.1999

PRODUCTION MANAGER, DIVERSITY CORPORATION

- **Branding development and management** ensured brand consistency for companies like MedicaLogic, Tektronix, PacifiCorp, Symatrix Technologies, ABC (now SAS), Branden Technologies, and Transcat.
- **Marketing and production expertise** allowed agency to offer creative development and execution of marketing strategies, brand management, art direction, Web development, editing and proofing, and account management.
- **Management skills** enabled agency to optimize resources, improve production efficiency, deliver comprehensive scheduling, and solidify vendor relations, improving agency-client relations and perception of value.

Flash development garnered Diversity Corporation coverage in book Flash 3 Web Animation FIX and Design

During tenure, agency revenue grew by 500%

05.1994 –
04.1996

EDITOR & LITERARY AGENT, DAVID HIATT LITERARY AGENCY

- **Account management expertise** provided successful pitching and representation for authors seeking publication in a variety of genres, both fiction and nonfiction.
- **Editing proficiency** enabled clients to deliver more targeted, well-written, and appealing manuscripts.
- **Communications and negotiation skills** helped Northwest authors gain placement with both New York and Chicago publishing houses.

EDUCATION

BA, English, Whitman College, Walla Walla, Washington, May 1993. Completed major including extensive written and oral exams in English literature.

ADDITIONAL SKILLS

Development: Expert in Macromedia Flash, Macromedia Dreamweaver, Macromedia Fireworks, Microsoft Powerpoint, Microsoft Access, Microsoft Word, Microsoft Excel, Microsoft Front Page, Adobe Acrobat, Adobe Illustrator, Adobe Photoshop, Quark Xpress; fluent in Microsoft Windows 95-XP and MacOS environments, HTML; experienced in Active Server Pages, Visual Basic, SQL, PERL, CGI, JavaScript, VAX/VMS, UNIX, and BASIC (TRS-80 ca. 1978).

Creative: Creative direction, art direction, writing, editing, production management, photography direction, visual direction, audio direction, script writing, speech writing, voice-talent direction, video-talent direction, interactive-development direction, sound mixing and editing, video editing, paper selection, ink selection, pre-press production, press checking, information architecture design, user-interface design, usability testing, interactive quality assurance and testing.

Network administration: Microsoft Windows NT/2000 network administration (both pure Windows and hybrid MacOS/Windows networks), Exchange Server administration, Internet Information Server administration, SQL Server administration, Macintosh network administration.