

## PROFILE

Collaboration is the secret sauce to creating meaningful engagements & messaging, and an ability to speak the languages of sales, marketing, retailers, partners, etc. is key to success in the evolving marketing landscape. Strong relationships ensure synergistic planning & execution and drive most efficient use of resources across touchpoints. I have proven success winning business, building business, driving conversion, developing plans, growing talent, proactively recognizing needs, and developing tailored approaches to address those needs, across retailers & channels.

*"I valued not only McCord's deep strategic planning capabilities and campaign/project management acumen, but also his highly-collaborative approach and sage counsel in tackling the challenges ... while we scaled the scope and depth of our shopper marketing practice"*—Steffanie Magnus, Commercial Strategy & Enablement Director (Dreyer's Grand Ice Cream)

## CONTACT

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## SKILLS

- > Relationship-building & Client development
- > Shopper & Commerce Planning
- > Program Measurement & Optimization
- > Media Management & Planning
- > Retail Media
- > Brand & Marketing Strategy
- > Concepting & Creative Collaboration
- > Team Leadership
- > Project Management
- > Event Planning & Execution
- > Communications
- > Digital Execution
- > Copywriting
- > Search

*"McCord's passion and energy run deep for the clients and organization that he represents."*— Jason Coe, Sprocket Brand Manager (HP)

## EDUCATION

 '09 Bachelor of Arts  
Philosophy and Music

### VP, Commerce & Omni Planning | February, 2023– Present

- Lead Dreyer's Grand Ice Cream business to 4x SOW growth and \$2mm+ in incremental projects since 2019. During this tenure DGIC became the #1 ice cream manufacturer in the US (2022),
- 9 direct reports, including retail field team. Team grew from 4 to 10 under my management.
- Lead development of 20+ retailer-specific plans each year, writing or managing on all channels
- Work closely with all retail media networks and 3<sup>rd</sup>-party vendors on planning, execution, measurement, and optimization
- Support shopper/integrated new business & lead new Solo/Dart relationship kick-off
- Close collaboration with sales to ensure plan & investment alignment, consistent engagement for real-time optimization & review, execution, and implementing programs based on retailer needs
- Copywriting for portfolio & shopper-specific needs

### Account Director | April, 2021 – January, 2023

- Lead all planning & execution for Dreyer's Grand Ice Cream account
- Agency lead for Near East execution of photo shoot & retail toolkit

### Account Supervisor | June, 2019 – April, 2021

- Lead 2020 Nestlé Ice Cream national planning (twice!)
- Agency lead for Fujifilm, including digital, in-store, & social photoshoots
- Copywriting on both Nestlé & Fujifilm projects
- Manage creative development for all assets across accounts

### Account Manager (Freelance) | March, 2019– June, 2019

- Manage on-site execution & logistics for six Omni training events with traditional presentations & brainstorms, and off-site travel experiences, reaching over 500 employees
- Develop all training content & activities with client executive team, including in-depth review & evaluation of capabilities for multiple key retailers & 3<sup>rd</sup>-party vendors
- Manage creation of all elements, including videos, online experiences, and printing



Winner: Best Use of Shopper Marketing, 2023

### Inspira Marketing | December, 2017 – November, 2018

#### Senior Program Manager (Freelance) | July, 2018 – November, 2018

- Lead in-market execution for 35+ event Poland Spring 'Calling 207' tour, including sweepstakes, social photography, public relations, & philanthropic events

#### Strategic Account Manager (Freelance) | December, 2017 – July, 2018

- Serve as key account manager for Nestle portfolio, managing experiential plan creation across 4 brands, with total budgets of \$1.5mm
- Lead new business projects from initial research and briefing through final execution

### TracyLocke | August, 2016 - November, 2017

#### Account Supervisor (HP) | March, 2017 – November, 2017

- Serve as key client contact for all projects across 'star' home printing products, including worldwide product launches & updated communications
- Manage over \$500,000 of incremental work across multiple business units, including photography, video, digital assets, and executive presentations

#### Senior Account Executive (HP) | August, 2016 – February, 2017

- Manage and develop new commercial (B2B) PC account
- Develop new product marketing strategy and value propositions with executive clients
- Develop structure and story of executive presentations with global managing director

### Epsilon/Ryan Partnership | January, 2012 - August, 2016

#### Account Supervisor (Nestlé Waters) | October, 2015 – August, 2016

- Manage all shopper & experiential strategy, execution, and projects for four brands
- Lead 2017 experiential and shopper planning for multiple brands, with inter-agency team

#### Account Executive (Nestlé Waters) | March, 2013 – October, 2015

- Serve as key client contact for multiple brands on experiential and shopper programs
- Lead experiential programs & partner relationships with budgets above \$500,000,

#### Strategic Research Coordinator | January, 2012 – March, 2013

- Participate in insight-driven ideation & program development initiatives across clients
- Conduct consumer research, including ritual, historical, psychological and academic studies along with consumer interviews and competitive analysis

Additional information, testimonials, and case studies are available at [McCordChapman.com](http://McCordChapman.com)