

## Before “Resume”

**Elliott Jones**

421 Morton Street

**Sears Mortgage Company**

**1995-present**

**Vice President, Segment Director, Shelter Business**

- Director of \$4.6 Billion residential-mortgage business for the largest mortgage lender in the nation.
- Organized and established regional marketing division for largest mortgage lender in motion, a business which included first and second mortgage, and mortgage life insurance.

**SportsLife Magazine**

**1993 - 1995**

Publisher and Editor

- Published and edited the largest consumer health and fitness magazine and increased circulation 175% and so on...

## After “Resume”

**Elliott Jones**

421 Morton Street

**Marketing Executive**

**With 1-plus years in leisure/sporting good industry**

Domestic and international experience, multi-brand expertise specializing on marketing, new business development, strategic planning, and market research.

Proven record of identifying customer segments, developing differentiable product platforms, communication strategies, sales management, share growth and profit generation.

## **Sears Mortgage Company**

**1995 - present**

### **Vice President, Business Director**

#### **Residential Real Estate Business**

- Business Director of a \$4.6-billion business. Managed strategic planning, marketing, production development and compliance.
- Consolidated four regional business entities into one, doubled product offerings. Grew market share 150 basis points and solidified #1 market position.
- Developed and executed nationally recognized consumer and trade advertising, public relations and direct-response programs.
- Structured a product development process which integrated product introductions into the operations and sales segments of the business.
- Organized and established regional marketing division for the largest mortgage lender in the nation, a business which included first and second mortgages and mortgage life insurance.

## **SportsLife Magazine**

**1993 – 1995**

### **Publisher and Editor**

- Published and edited the largest consumer health and fitness magazine and increased circulation 175% and so on...