

HARRY C. GROOME
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online portfolio @ www.HGforhire.com

[HG for hire](#), Arlington, MA • 2012 - Present

Chief Strategist

Developed custom apps used by TIAA and Fathom Communications for incentivizing consumers through POS rewards program, geo-fenced messaging and video using Augmented Reality. Conceived of, filmed and edited launch videos for MoGo Sport-The Flavored Mouthguard, resulting in record sell-in to Dick's Sporting Goods and viral presence on social media. Established green sports-marketing platform [Fans Without Footprints](#), landing franchise deals with ZipCar and [Cory Booker](#). Created social media presence, digital and print media for 11 Lyons Group entertainment properties including Game On!, Kings, towne, Lansdowne Pub.

[MOJO MARKETING](#), MA and NY • 1999 - Present

Partner

Re-positioned publishing company ThomasNet to become #1 online resource for industrial marketing services. Created licensing division for a major jewelry manufacturer and grew sales to \$10 million in 2 years through new product concepts and licensing initiatives with WB, DreamWorks, King Features. Developed and successfully implemented marketing campaigns for Turner Sports, Microsoft, Toshiba, DeBeers, Reader's Digest, Hearts On Fire, Lyons Group. Created diamond jewelry e-commerce site buyarock.com.

ODIORNE WILDE NARRAWAY GROOME, SF, CA • 1994-97

Partner/Account Services Director

Grew EA Sports to #1 video game brand worldwide. Increased agency billings from \$1 to \$15 million in 3 years. Led new business charge resulting in these wins: Beaulieu Vineyard, McKenzie River Brewing Co., Bay Area Mercedes-Benz Dealers, Sierra Expressway, SportsLab, Silicon Gaming, and Sunvalley Mall.

ELECTRONIC ARTS, San Mateo, CA • 1994

Advertising Manager

Managed ad campaign for highly successful Spring season.

GOLDBERG MOSER O'NEILL, SF, CA • 1992-94

Account Supervisor

Positioned and launched EA Sports brand. Pitched, won, and managed \$6 million Black Angus account.

NW AYER, New York, NY • 1989-92

Account Executive

Ran daily operations of \$3 million Maxfli Golf account and DeBeers retailer program. Daily contact and ad manager for AAMCO franchise group.

LORD, GELLER, FEDERICO, EINSTEIN, New York, NY • 1987-89

Assistant Account Executive

Responsible for billing, budgets, and competitive analysis for IBM.

HAMILTON COLLEGE, Clinton, NY • 1986

BA/Government

