

David G. Deziel

Professional Experience and Education

DavidGeorge Communications. Founder/Principal. 2017-Present.

Returning to work for myself as an independent marketing consultant, DavidGeorge Communications delivers innovative, effective marketing communications for both business and nonprofit organizations. My knowledge and engaged, hands-on approach creates compelling, impactful solutions for brand building, messaging, integrated marketing plans, differentiated communications campaigns, and effective marketing projects.

Employing a "strategy first, tactics second" philosophy, I work in an omni-media environment – across all communications platforms: from social media, online marketing, and websites to email, direct mail, and traditional advertising.

New England College. Director of PR and Communications. 2014-2017.

Reporting to the College President, I led the communications and public relations efforts of the College in support of institutional awareness, institutional reputation, undergraduate and graduate enrollment, and fundraising/capital campaign. These efforts required close collaboration with faculty, student affairs, and staff departments across the College. Some specific responsibilities included:

- Official spokesperson for the College
- Editor, creative director, and project manager for *TODAY Magazine*, the College's flagship publication for alumni, family, and friends
- The College's main website, www.nec.edu, and related websites such as www.nhprimarystudentconvention.org
- The College's primary social media platforms
- Marketing programs including, brand advertising, admissions materials, online promotions, PPC campaigns, collateral, and social media campaigns
- News releases and media relations

Nebesek Marketing and Communication. Founder/Owner. 2008-2014.

Serve business and nonprofit clients on a retainer and project basis. Client verticals included advanced manufacturing, nonprofits, agriculture, specialty foods, economic development, technology, investment services, consumer services, business services, and residential and commercial real estate. Services ranged from strategic branding, logo design, and marketing plans to the creation of marketing materials, advertising, website design, and blogging.

Consumer Credit Counseling Service NH/VT. Director of Communication & Development. 2007-2008.

Led all advertising, promotional, website and media relations efforts. Official spokesperson for the nonprofit organization. Also expanded network of partnerships and affiliations to include the NH Banking Association,

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AARP-NH, NH Banking Department, Mortgage Bankers and Brokers Association of NH, select United Ways and Chambers of Commerce, and community banks and credit unions.

Vermont VAF Employees Federal Credit Union. Chief Executive Officer. 2005-2006.

Turned around long-term decline in lending volume and stabilized loan portfolio. Increased ROA from three to 68 basis points. Generated net income greater than net income from the previous three years combined. Grew net worth 19% and reengineered \$12 million investment portfolio to increase soundness, liquidity and earnings. Initiated first staff performance and compensation review in several years. Redefined staff roles and put staff development efforts in place.

University System of New Hampshire.

Associate Vice Chancellor for External Affairs. 2002-2004.

Managed all communications for the University System and the Chancellor's office. Created new USNH website; wrote and led design of annual reports; redesigned USNH brand; provided communications support for \$170 million biennial state appropriation request.

- Led media relations as USNH spokesperson.
- Collaborated with USNH member-institutions regarding individual marketing efforts
- Leadership team partnering NH Community College System to promote transferability of credits between public institutions.

DavisPartners Marketing & Design. Account Supervisor. 2000-2002.

Managed client relationships and directed numerous advertising and marketing projects for INVESCO, Fluent Technologies, Lexington/AIG Insurance, and Fleet Bank/Educational Loans. Led strategic branding and positioning initiatives for Dale Carnegie of Boston, Fluent Technologies, and One Core Software.

St. Mary's Bank. Vice President of Marketing and Member Services. 1994-2000.

Led all marketing, communications and media relations for 32,000-member credit union. Generated demand and created sales opportunities for full line of deposit and consumer loan products, mortgages, indirect auto lending and business lending services. Increased core market share in primary markets 75%.

- Built and implemented annual marketing plans
- Initiated repositioning and re-pricing of key deposit product
- Led pricing, product development and balance sheet projections for all deposit products
- Restructured and grew Member Call Center and New Business Development Group

Additional Professional Experience

- First National Bank of Portsmouth – Vice President of Marketing
- Tom Davis + Company Advertising /Design – Director of Client Services
- Crotched Mountain Rehabilitation Center and Foundation – Marketing Manager

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Education | Community Service

- Masters of Business Administration, Marketing and Finance Concentrations, University of Massachusetts, Amherst, MA
- Bachelor of Arts, Political Science, with a minor in Community Development, University of New Hampshire, Durham, NH

- Adjunct Faculty: Antioch University of New England, MBA Sustainability Program
- NH Made. Board Trustee and Treasurer
- Hannah Grimes Center. Volunteer marketing workshop instructor/coach
- White Mountain Community College. Volunteer marketing workshop instructor
- Adjunct Faculty: University of Phoenix
- Adjunct Faculty: University of New Hampshire, Manchester
- NH JumpStart Coalition for Personal Financial Literacy. Past Board Director
- The Way Home. Past Board Trustee and President
- Graduate, Leadership Greater Manchester Program, Greater Manchester Chamber of Commerce