



Dave Nelson

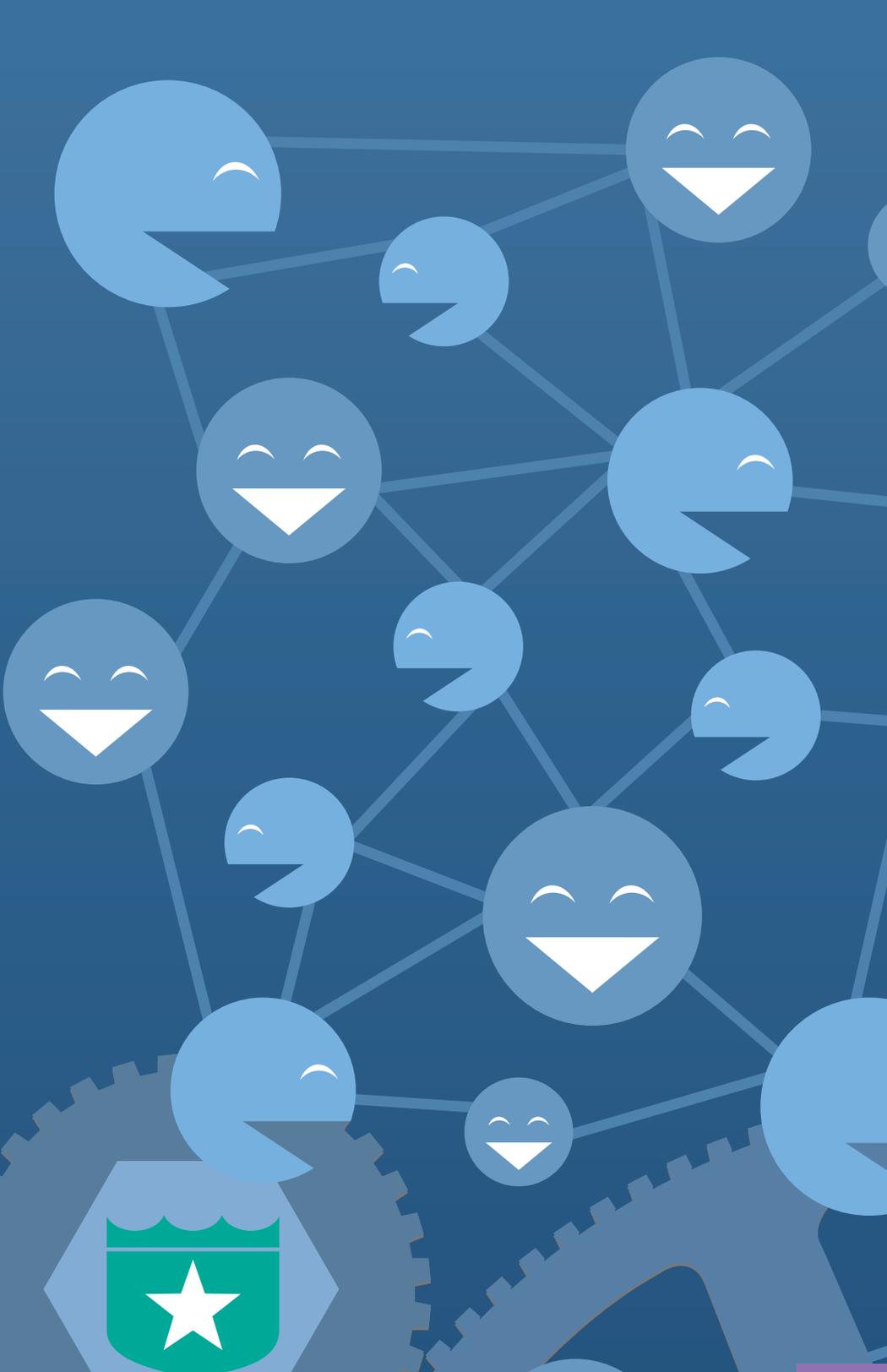
Philosophy

I look forward to communicating with you.
dave@christophergraphics.com
713.819.5625

My Philosophy

My work philosophy is that the best results come from an environment where everything fits together like a well-oiled machine.

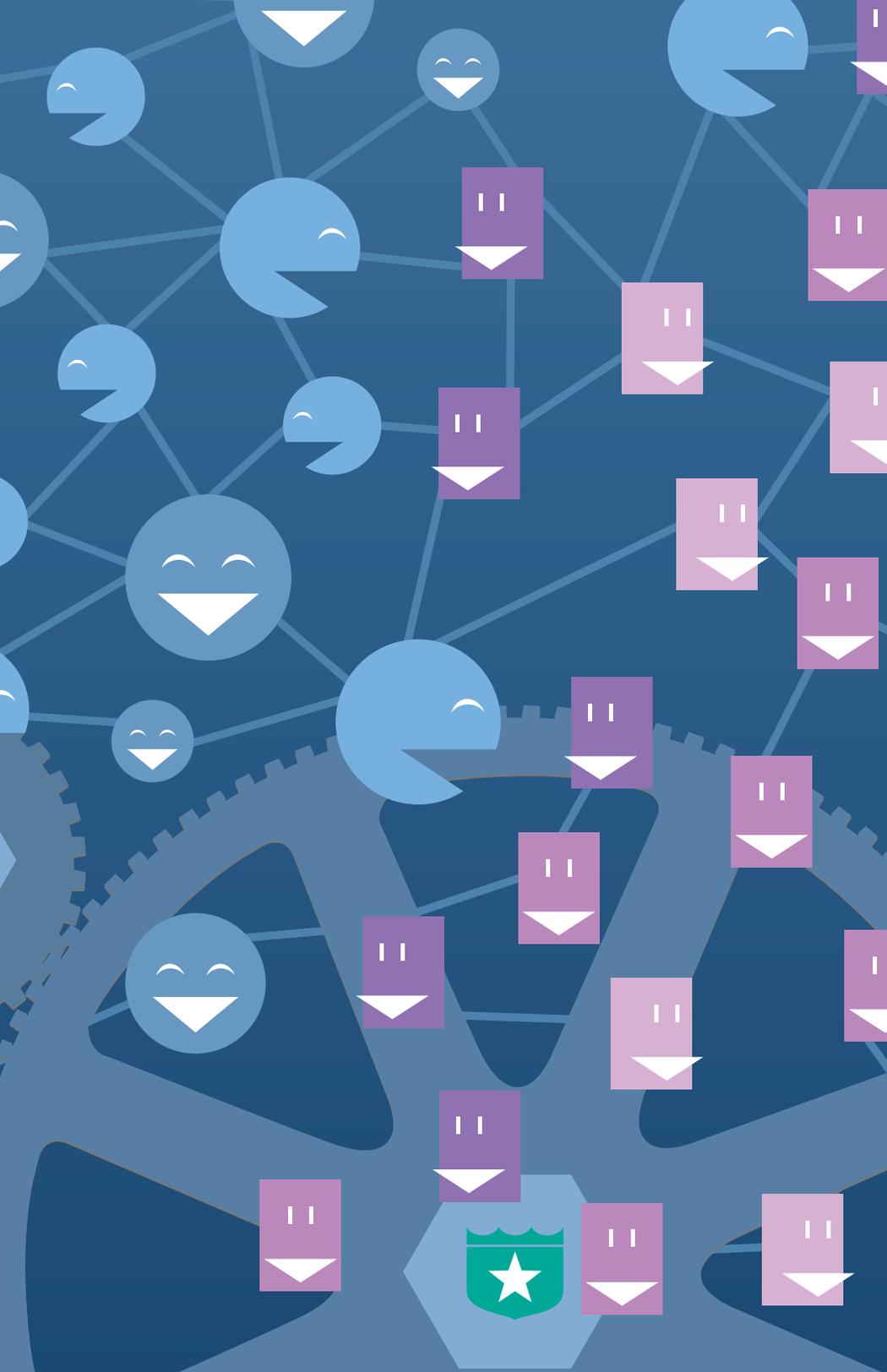
- Employees need to believe in the mission of the company and work together towards that goal.
- Positive customer communication makes projects easier to complete with better results.
- By selecting the best tools for the job, projects get done efficiently at competitive prices.
- A solid brand identity assures customers and prospects that their business is in experienced hands.
- Understanding current customers facilitates finding and talking to prospects effectively.



Employee Relations

The larger the corporation, the harder it can be to keep employees connected to the mission of the company they work for. Employees know their manual cover to cover but often don't understand how much their work means to the department and the company. An exceptional manager makes that connection clear and appreciated. More than just a cheerleader, he is a captain: leading by example, pitching in when workloads get heavy, showing a real interest in the success of the organization.

While poor morale can be toxic, It's my belief that a positive atmosphere makes for better customer relations, more effective production, and cleaner brand messaging.



Customer Relations

The healthy growth of a business comes from acquiring new customers but death begins by ignoring the customers they have. Great customer service is essential for every employee even when the “customer” is in the next office. When competition is high, customers choose to remain loyal to a brand because they’ve been given great service. When a company follows up on a purchase, clients feel good. When a customer gets real live attention to a negative experience, loyalty is reinforced.

The value of each customer is not the profit on their last purchase but their lifetime value and their role as an influencer to other customers. I believe customer service is our most efficient sales tool because the cost to replace a loyal customer is significantly more than the cost to keep them happy in the first place.



Efficiency

The quickest and least painful way to improve the bottom line of any department is by finding the best tool for the job. In print, just for example, there are a wide range of presses, each built for a different purpose and an inexperienced buyer can spend way too much money at a printer unsuited for the project. Without knowledgeable management, an outside agency can bust a budget with expensive papers and finishing that, in the end, only an ad awards committee could appreciate.

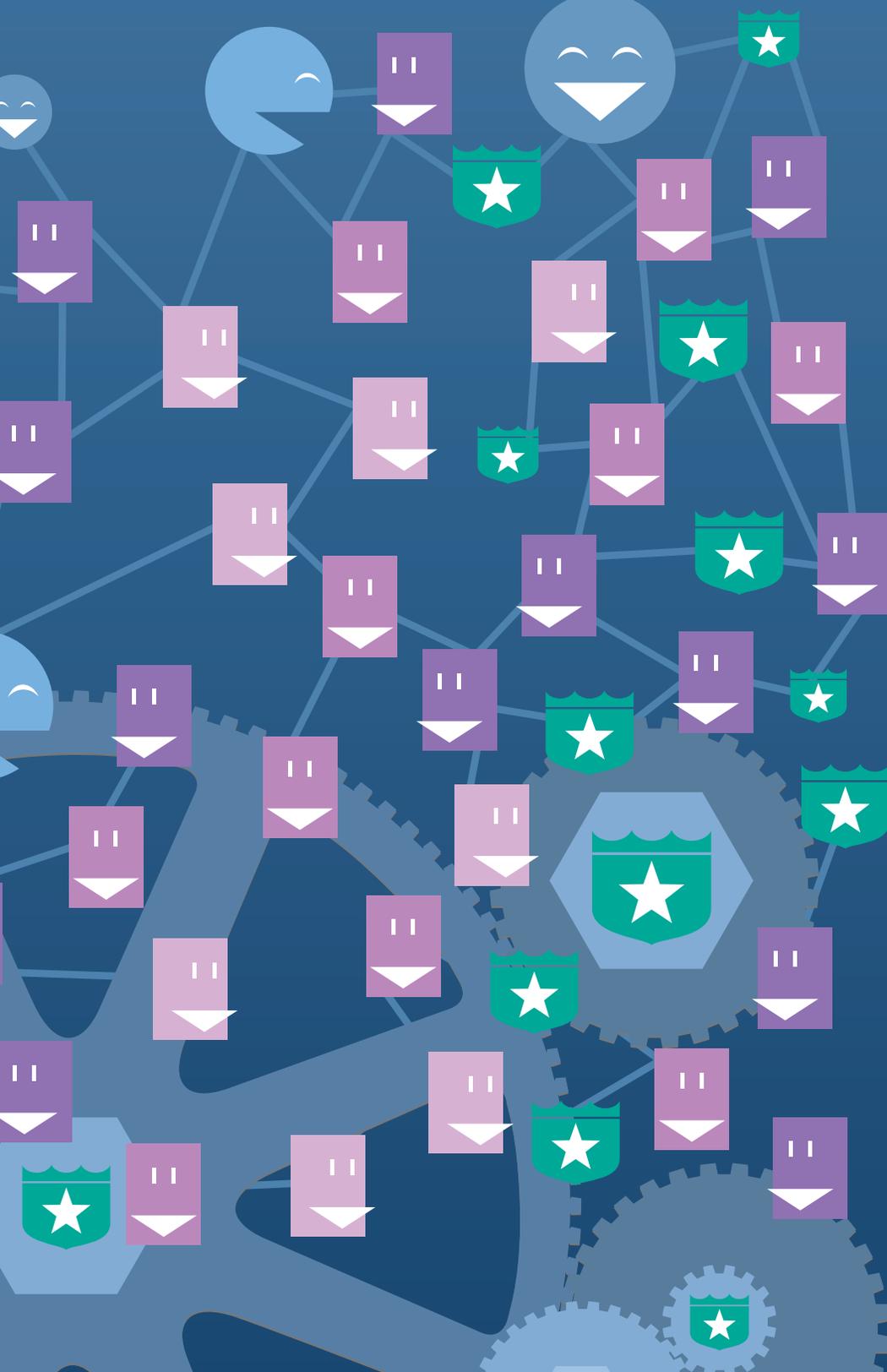
High quality is always my number one priority but I believe ineffective production is just throwing money out the window.



Brand Awareness

Corporate branding should be at the core of every communication that emits from an employee. EVERY message that is mailed, messaged, tweeted, blogged or whispered from someone in the corporation affects the brand. A strict adherence to brand standards and good inter-office guidelines help to ensure that the personality of the corporation doesn't dilute, or worse, morph into a different image altogether.

Being creative has always been a perk of my profession but, in every instance, I regard the brand as an unmovable foundation upon which to build.

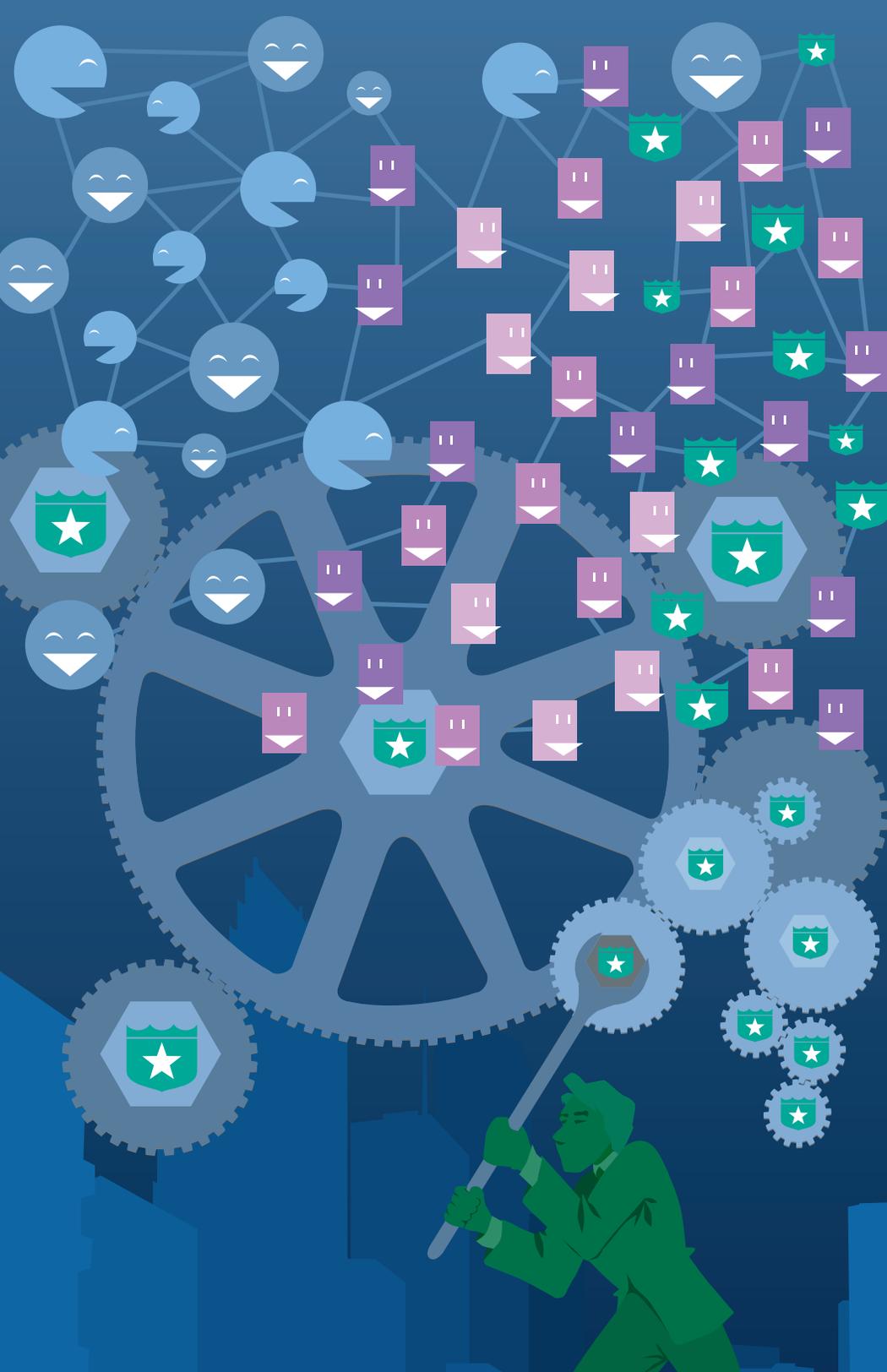


Finding New Customers

When a business is keeping their customers happy, word of mouth can be more effective than any advertising campaign. The secret sauce is in finding ways to effectively manage what people are saying. Social media, testimonies, references, well connected sales execs can all allow happy customers to recruit hopeful prospects.

Once equipped with a healthy understanding of the current customer base, finding like prospects is a cycle of segmenting, testing and analyzing. Direct messaging like direct mail, email, and SMS can be highly targeted and the results can be used to better inform broader channels like digital advertising, targeted content SEO, SEM, etc.

I believe that attracting new customers is most effective when the message is relevant to the individual's wants and needs.



The Big Picture

Simply put, to effectively manage communications projects, I use the big picture as a guide while giving focused attention on the details that make the department run smoothly.

I am leading by example, providing great customer service, embracing the brand, finding efficiencies and continually learning more about what makes customers respond.

And that's how I work.