

DOUG VAUGHAN

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See LinkedIn profile at: [LinkedIn](#)

OVERVIEW

Do you need a direct response marketer? Do you need value building projects successfully implemented by a certified professional? Perhaps you need a big software release, a new marketing campaign developed, or any other project that will implement your business case needs? Then look no further. Working with me you can rest assured that you will be working with a qualified professional. I have Project Management Professional (PMI-PMP) and an Agile Certified Professional (PMI-ACP) certification. Also, I have been either a key manager or the Chief Executive Officer of several highly successful direct response marketing companies, generating tens of millions of dollars in revenue. In such capacities, I have been responsible for all aspects of many campaigns, including contract negotiations, video commercial production, web development, media buy (SEM, TV, SEO, affiliate, radio), lead generation, manufacturing, telemarketing, fulfillment, database, SaaS, and CRM development, international sales, seminar operations, trade shows, back-end marketing, customer service, legal reviews, product development, cost accounting, sell through to retail, branding, and project management. Plus, that is just part of the story. I have also built complex CRM, SaaS, and database management systems. I generate maximum value for stakeholders for any software, marketing, or other projects. And there is even more, I have a strong analytical, statistical, financial, and operational background. I was a research scientist for several years and have five publications in major research journals. My educational experience includes a M.S. in marine biology and a M.B.A.

EXPERIENCE

DATES FROM 2015 TO 2018

PRESIDENT, CREDENTITY SOLUTIONS, INC.

Credentity Solutions, Inc (“company” or “we”) provided customers with updated online credit reports from Transunion, Experian, and Equifax. Our customers had their own log in’s and could access their updated credit reports via I-frames on their personal sites. Sales were predominately via affiliate online marketing. I managed about 1,000 affiliates and several networks generating over 100,000 subscribers. Under my watch the business was very profitable and has made the owners millionaires. My jobs for the company included:

- Cash flow and profitability analysis
- Affiliate management (recruitment, fraud screening, compensation)
- Customer service management
- Merchant account management: this job is quintessential to the profitability of the campaign. Credit reporting product companies fail more often because they can’t process their subscriptions rather than from lack of sales. We managed about 50 MID’s with multiple processors.
- Cross sells development and management.
- IT development and management. We built our own internal CRM. It was used for order management, billing, customer service, affiliate management, set up of customer personal web sites for updated credit scores, and analytic results (such as retention rates per subscription cycle).
- Vender integration and management. We contracted all our service providers.
- Corporate Management. We built ten different companies in order to obtain enough high risk processing for the program.

References:

Rachelle Cohen J.D. (executor of the estate) located at:

Kehr, Schiff & Crane LLP

12400 Wilshire Blvd., Suite 1300

Los Angeles, CA 90025
310-820-3455 (phone)
310-820-4414 (fax)
rcohen@kscllp.com
<http://www.kscllp.com/index.php?id=5>

William Yoo, accountant, owner of Small Business Suite, Inc at:
SB Suite
Austin, TX
Land line: (310) 782-1600, ext 12
Mobile: 310 683 3391
bill@sbsuite.com
<http://sbsuite.com/>

DATES FROM 2007 TO 2017

MEDIA FUNDING RISK MANAGER, MEDIA FUNDING LLC

Media Funding provides advance media and inventory funding to direct response marketers for online and offline marketing. Our clients had short term cashflow challenges to pay for media buy that Media Funding resolved. Clients air media in venues such as direct response TV commercials, print mail campaign, affiliate online marketing, and SEM PPC. I analyzed media and sales data generated from clients' campaigns to determine loan risks and to determine the payback schedules. Also, I built complex business analysis tools to analyze the profitability of campaigns and to prevent client defaults on loans. Factors integrated in my analysis included the consumer life time value, internal rate of return, and media efficiency ratios.

References:

Amy Reid, Manager, Client Services 805-390-4648
Alex Webster, Senior Contracts Administrator 562-818-5291
Jason Graves, Vice President of Sales 310 980 4570

DATES FROM 2004 TO PRESENT

PRESIDENT, OWNER, DIRECT RESPONSE PRODUCTIONS

WEB SITE: [DIRECT RESPONSE PRODUCTION WEB SITE](#)

We are a direct response ad agency that provides clients with all services required to conduct a direct response marketing campaign including: product development, manufacturing, television and online video commercial production, web development, online and offline media buying, SEM, SEO, & social marketing, fulfillment, inventory control, customer service, telemarketing, profitability analysis, radio commercials, home shopping, and retail.

Creative Portfolio is at: [Portfolio](#)

Some of many clients include:

Aurawave, a pain relief TENs device. I was instrumental in making it a multimillion dollar yearly sales campaign.

You can view the infomercial I produced at: [Aurawave Infomercial](#)

Reference: Brad Brezden, owner Endurance Therapeutics, Inc., (204) 648-3555, cruisin@mts.net.

You can see Brad's comments on the value of Direct Response Productions at: [Brad's Comments](#).

Nuage Labs is an international affiliate marketing company that specializes in skin care and Ecigs.

Direct Response Productions most recent work includes design of profitability models for financial analysis of it campaigns. See sample work at: [Proforma](#)

References:

Lance Burstyn, owner, 305 992 6052, lance@nuagelabs.com

Mauricio Malagon, accountant, 305-532-3660, mauricio@nuagelabs.com

Magnetic Style sells an innovative mop and broom holder via Amazon, Ebay, Google Adwords, Bing, & Facebook. Methods include SEM PPC, Social, and SEO

Website is at: [Magnetic Style](#)

I originated the entire campaign including product design, manufacturing, web design, video production, fulfillment, customer service, cross sells, and order processing.

DATES FROM 1987 TO 2002 (ON TWO DIFFERENT TOURS)

DIRECTOR OF NEW PRODUCT DEVELOPMENT AND INTEGRATED MARKETING, HAWTHORNE DIRECT

Hawthorne Direct is a leading US advertising agency and the founder of the infomercial industry. More on Hawthorne at: [Hawthorne](#)

Key responsibilities included:

- Designed and managed upsell services to offer existing clients; including: fulfillment, customer service, telemarketing, and media funding.
- Developed, sourced, and managed inhouse campaigns that Hawthorne would roll out directly.
- Created the original database management systems used by Hawthorne for analysis to optimize media buy.
- Prepared profit analysis for a multitude of clients to determine the cost per unit, or ad allowable, a client could pay for media buy taking in consideration the life time value of the order.

Reference: Tim Hawthorne, founder, (209) 736-9111, thawthorne@hawthornedirect.com, tim.hawthorne@hawthornedirect.com . See reference Email from Tim Hawthorne at: [Tim Hawthorne Reference Email](#).

DATES FROM 2005 TO 2006

VICE PRESIDENT SALES, NATIONAL FULFILLMENT

I sold fulfillment, telemarketing, and merchant account services for a leading DR fulfillment center. During my tenure, I landed several direct response and retail accounts.

DATES FROM 2004 TO 2005

VICE PRESIDENT OF NEW BUSINESS DEVELOPMENT, ALLSEC TECHNOLOGIES LTD

I marketed and developed the DRTV inbound telemarketing services for a large call center located in Chennai, India that provides outsourcing for US and UK companies. My accounts included major direct response television companies located in the US.

DATES FROM 1993 TO 1995

CEO, CO-FOUNDER, FIBERSPEED

We launched the first golf driver infomercial campaign. Sales topped \$10 million. Celebrities included Larry Bird and Gary Carter.

DATES FROM 1985 TO 1986

OPERATIONS MANAGER, THE BECKLEY GROUP

The Beckley Group was the first major infomercial company in the United States. It generated over \$100 million in sales in 18 months. I was the operation manager for the fulfillment and telemarketing division. I supervised over 300 employees and was responsible for shipping over 7,000 home study courses per week. Also, I supervised customer service, order processing and database management.

DATES FROM 1980 TO 1983

MARINE BIOLOGIST, CALIFORNIA DEPARTMENT OF FISH AND GAME

My team conducted an environmental impact study that monitored the effects of thermal pollution on the subtidal and intertidal flora and fauna at Diablo Canyon Nuclear Power Plant.

DATES FROM 1979 TO 1980

TUNA-PORPOISE OBSERVER, NATIONAL MARINE FISHERIES SERVICE

I ensured tuna purse seiners were complying with porpoise saving regulations when fishing in the South-Eastern Pacific Ocean. Also I recorded all cetacean behavior observed during each cruise for behavioral analysis studies.

DATES FROM 1975 TO 1977

MARINE ACOUSTIC TECHNICIAN, SEA GRANT

I developed systems to quantify the California coastal squid population using acoustic method.

DATES FROM 1972 TO 1974

NATURALIST, LOS ANGELES CITY SCHOOLS

I taught natural sciences to inner city students in an outdoor educational program. I also trained teachers on how they could teach natural sciences in the classroom.

EDUCATION

1985

MASTERS IN BUSINESS ADMINISTRATION, MAHARISHI UNIVERSITY OF MANAGEMENT

(THE UNIVERSITY IS ACCREDITED BY THE HIGHER LEARNING COMMISSION AND IS A MEMBER OF THE NORTH CENTRAL ASSOCIATION OF COLLEGES AND SCHOOLS. MUM IS RECOGNIZED BY THE US DEPARTMENT OF EDUCATION AND THE COUNCIL ON HIGHER EDUCATION ACCREDITATION (CHEA) SEE DETAILS AT: [DETAILS](#)).

4.0 GPA

1978

MASTERS OF SCIENCE IN MARINE BIOLOGY, CALIFORNIA STATE UNIVERSITY, EAST BAY

Thesis: Quantification of Squid Populations in CA Coastal Waters

GPA: 3.7

Research generated five publications in major peer reviewed journals.

1972

BS BIOLOGY, UNIVERSITY OF CALIFORNIA, RIVERSIDE

SKILLS

- Statistical analysis and experimental design
- SQL
- Excel power user
- Power Point (See sample at: [sample presentation](#))
- Project management
- CEO / President overall corporate management
- Search engine marketing: PPC set up and management – Adwords, Bing, Facebook, In Stream and Discovery YouTube
- Search engine optimization
- Affiliate marketing
- Operational accounting
- Ecommerce web sites-see sample at: <https://www.mopandbroomholder.com/>
- Adobe Premiere
- Adobe Audition
- Tableau
- Finance – IRR's, NPV, break even analysis, etc.
- Cross sell acquisition and development
- Affiliate management
- Social Media Management
- Merchant account management and acquisition, including high risk merchant accounts for rapidly growing campaigns
- Risk analysis for projects and campaigns
- Direct Response Fulfillment Management
- Agile
- Direct Response Telemarketing Management – both live operators and interactive voice response; also, both inbound and outbound

- Adobe After Effects
- Photoshop
- Video commercial production and directing – see portfolio at: [Portfolio](#)
- Commercial Script Writing

CERTIFICATIONS

PMI Project Management Professional

PMI Agile Certified Professional

ACTIVITIES

Hiking and SCUBA diving