

## FRANK WOFFORD

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### Making the Numbers Matter

Solutions-oriented and performance-indicator driven corporate director with over 20 years of multi-departmental experience for two of the nation's largest media corporations and the largest news organization in California. Developed and implemented marketing strategies that increase organizational growth exponentially. Influential leader focused on employee growth, performance, engagement and retention.

### Key Qualifications

Consumer Profiling / Data and Research Analysis / Data Dashboards and Visualizations / Design Oriented Problem Solving / Employee Development / Information Synthesis and Application / Leadership/ Management and Implementation / Media Analysis / Site Analytics and Analysis / Survey Design and Results Analysis

### Career Accomplishments

- Implemented new and former subscriber surveys, subscriber sentiment survey that led to multiple consumer insights for California's largest media organization within an ever-evolving media environment.
- Member of Executive Leadership and Advertising Management groups that developed a five-year plan to reorganize the company around key initiatives, KPIs, and a redefined market strategy that resulted in implementation of customer-focused strategies resulting in 7% growth in digital subscriptions, product portfolio revaluation saving \$750,000 annually.
- Created a successful sales program and trained a team of 50 salespeople who went on to achieve a 20% increase in digital sales as well as stabilization and retention of traditional accounts.

### Professional Experience

#### The Los Angeles Times: San Diego, CA Consumer Research Manager

May 2021 - Present

- Lead consumer researcher for the largest media company in California. Developing insights on consumer behavior across the entire media platform.
- Implemented new and former subscriber surveys, subscriber sentiment survey that led to multiple consumer insights in the fast-moving media environment.
- To date have deployed multiple consumer side surveys to better understand key value propositions for the organization, findings have translated into new subscriber acquisition and bolstered retention efforts.
- Lead internal team to change marketing practices and focus on key customer cohorts with coordinated messaging and content offerings.

#### The Los Angeles Times, San Diego Union-Tribune: San Diego, CA Research Director, Senior Research Manager

May 2016 – May 2021

- Lead member for the business development team that gathered client data, developed new video streaming marketing strategies, and presented them to clients, resulting in a 20% sales increase of digital marketing services each month for two years.
- Mentor and coach direct reports on job performance, skill development, and growth in expertise, resulting in increased productivity and job satisfaction.
- Member of Executive Leadership and Advertising Management groups that developed a five-year plan to reorganize the company around key initiatives, KPIs, and a redefined market strategy that resulted in implementation of customer-focused strategies resulting in 7% growth in digital subscriptions, product portfolio revaluation saving \$750,000 annually.

- Defined and implemented a brand tenet strategy resulting in refocused efforts to align a \$1,000,000 trade and sponsorship budget against company goals and performance metrics.
- Created a successful sales program and trained a team of 50 salespeople who went on to achieve a 20% increase in digital sales as well as stabilization and retention of traditional accounts.
- Team leader for launch of a new in-house digital marketing agency that successfully shifted departmental efforts to digital marketing services resulting in a 50% increase in sales over the previous year.
- Created and implemented direct-to-reporter metrics resulting in a 10% increase in site traffic and 15% increase in traffic retention.
- Designed and implemented a political video advertising strategy that increased market awareness and improved sales by 12%.

**San Diego Union-Tribune: San Diego, CA**  
**Senior Integrated Marketing Analyst**

**Oct 2013 – May 2016**

- Developed and implemented new research strategies and materials for national clients resulting in a 15% increase in client retention.
- Systematized communication strategy across Advertising, Circulation, and Marketing departments to unify messages resulting in boosted associative metrics.
- Mentored new hires and existing staff on research analysis and interpretation of Customer Relationship Management (CRM) data resulting in increased client-facing presentations by 15%.

**Additional Relevant Experiences**

- **The Sacramento Bee: Sacramento, CA**
  - Senior Research Analyst May 2003 – October 2013
- **Board Chair, San Diego Council on Literacy**
  - June 2024 – Current
  - Leads the 14 members of the Board of Directors of San Diego’s largest literacy coalition.
  - Executive functions include budgeting, strategic planning, community outreach, donor relations, revenue development, funding analysis and marketing.
- **Board Member, San Diego Council on Literacy**
  - November 2019 – June 2024

**Education, Certifications and Specialized Software**

- University of California Davis, BA in American History
- IAB Certification Digital Media Sales 2017
- MS Power BI
- Nielsen/Scarborough Media Programs
- Claritas Research Suite
- Survey/Research Tools: Alchemer, Qualtrics, Esri
- Analytics: Google Analytics (GA), comScore