

Actively seeking a key role with an organization in need of a professional with solid business management experience, optimizing business efficiency, and exceeding corporate objectives

Accomplished and results driven Manager with over 20 years of experience in developing and implementing long term growth and cost reduction strategies. Proven ability to identify and capture market opportunities to accelerate expansion, increase revenues, and improve profit contributions in a variety of industries. Demonstrated background in developing and implementing marketing strategies with cross-functional expertise in promotions, advertising, public relations, product development, statistical analysis, budgeting and sales/creative staff management. Excellent interpersonal skills and able to communicate and collaborate effectively with co-workers at all levels.

AREAS OF EXPERTISE

- Business Development and Management
- Capital Budgeting and Administration
- Media Analysis/Buying and Print Production
- Public Relation and Communication
- Advertising and Media Relations
- Sales Generation and Retention
- Financial Analysis and Planning
- New Business Development
- Product and Company Development
- Copywriting and Business Correspondence
- Staffing and Management
- Customer Service and Satisfaction

EXPERIENCE AND ACCOMPLISHMENT

Go Local Marketing Manager: Monster.com Atlanta, GA **2005-2006**

- Played a key role in initiating the go local program of Monster in Atlanta to win over business and market competitors resulting to a 36% monthly increased in consumer registration and resume posting in three months time
- Boosted Monster's business markets through coordinating 64 events generating an approximately 450,000 consumers and nearly 11,000 businesses
- Implemented a "homegrown" campaign to increase Monster's market-competitiveness as a local career and recruitment resource over other job search and posting site
- Managed million dollar advertising budget and negotiate all local media buys
- Created and implemented a two-prong B2B approach designed to drive leads through ecommerce for telesales and encourage growth share

Marketing/Product Development Manager: Atlanta Journal-Constitution Atlanta, GA **2000-2005**

- Launched ajcjobs.com to regain marketshare for the AJC from national job sites, such as Monster.com and Careerbuilder.com
- Key person in developing the site from copywriting to design and turned into #1 local job site in Atlanta in terms of awareness and usage with over 500,000 registered users and 10,000+ monthly job postings that doubled online recruitment revenue
- Managed \$2.5 million advertising budget and negotiated advertising/marketing placement in radio, print, online, outdoor and additional media
- Won an EFFIE in recognition to a strategic branding campaign introducing ajcjobs.com to market and continue to grow awareness and usage through two annual integrated campaigns
- Created a multi-tiered b2b direct mail campaign to generate job postings directing print customers to take advantage of the online job posting packages resulting to over 100% revenue growth
- Partnered with local sporting and entertainment venues to build ajcjobs Job Zones and promotions to provide additional value for customers, such as "Take A Shot at Your Boss" with the Atlanta Beat and "Play Hooky with the Braves
- Generated \$1.4 million revenue in six months in streamlining the e-commerce process through self-serve Internet customers
- Produced a local grassroots marketing campaign with a distinct street team (ajcjobs squad) to promote registration and awareness

EXPERIENCE AND ACCOMPLISHMENT

~ Continued ~

Sr. Managing Director: Hype: Exaggerated Advertising & Promotions

Atlanta, GA

1997-2000

- Spearheaded the creative and account management team in research, development, and implementation of integrated marketing communications programs for consumer and business-to-business clients at the national and regional level
- Created new business development initiative resulting in increased revenue from ground zero to over \$2 million
- Identified, negotiated, designed and implemented a national promotion for Glory Foods themed to the Universal film, "The Klumps - Nutty Professor II" that increased distribution to an additional 1,300 groceries and had a 21% sales increase during promotional period
- Developed and conducted a business-to-business campaign that participated a 6,000 registered agents resulting in an increase application writing by 11% and policy writing by 6%
- Formulate, direct and coordinate marketing activities and policies to promote products and services; creating "Girls Night Out to Rock" for Coors Brewing Company to reach female consumers that increased in product sales to 6%
- Delivered a "crazy adventure" for young travelers (ages 5 to 14) through a co-branded summer promotion between Crazy Dips candy and Best Western Hotels

Director, UAT Promotions: United Artists Theatres Denver, CO

1995-1997

- Managed daily business operations and staff management; transforming a single-theater advertising concept into a full service in-house promotion agency and increased revenue from \$2.4 million in year one and \$5 million in year two
- Developed integrated in-theatre promotional packages and developed moviegoer loyalty program through online program and on-premise promotion
- Positioned UAT Promotions as a player in the promotion arena through the design and production of a media kit, a sales video, print advertising for trade publications, a direct-mail program, and as a featured speaker at a variety of conferences

Executive Director: Kid's Link Atlanta, GA

1993-1995

- Established Kid's Link for American Graphics from concept to revenue-generating division. Created business and marketing plans, as well as, internal structures relating to self-promotion, product and services, staffing, billing, sales strategies and day-to-day management. Managed team of four. Grew revenue from zero base to \$1 million
- Designed and developed marketing strategies and established a client base of well-recognized companies including The Coca-Cola Company, United Artists Theatre Circuit, Brock & Brach Confections, Great American Cookie Company, National Basketball Association, Delta Airlines, General Motors and Readers Digest Association

EDUCATIONAL BACKGROUND

B.S. in Journalism/Advertising:

University of Nebraska

1982

PROFESSIONAL TRAINING

Certificate in Marketing

University of California: Berkeley

(On-Going)

The Program For Technology Product Marketing

California Institute of Technology Industrial Relations Center

Certificate (2006)

New Product Development Professional Certification

Product Development and Management Association

Certificate (2005)

Certified EMarketer

eMarketing Association

(2005)