

PROFILE

Fast-track professional promoted repeatedly in the last eight years. Stellar consumer product advertising with emphasis on strategic development and effective integration of national brand strategy across all marketing communications including: packaging, merchandising, public relations, sales support, sales promotions, and interactive. National consumer product experience includes: Smith Inc., Durable Goods Company, Jones Corporation, and XYZ Mufflers. Recognized by clients and colleagues for successful multi-faceted campaigns.

EXPERIENCE

ABC Ad Agency — Columbus, OH 1/97-present

A strategically driven, full-service integrated marketing communications agency founded in 1985. Agency has grown from 5 employees to 90 with over \$100,000,000 in billings.

- Promoted repeatedly with an 85% increase in compensation as a result of exceptional performance evaluations and client satisfaction reports.

Account Director — Durable Goods Company, Smith Inc. (1999-present)

- Converted a \$6M traditional national advertising campaign into a store-based, targeted consumer communication strategy with a focus on sales training, sales support, packaging, and retail POS.
- Increased profitability of an existing account by 22%.
- Billed over \$2M in agency time in 2005 with zero write-offs. Exceeded financial performance targets of position through the proactive management of key business metrics.
- Uncovered unique insights into consumer behavior and preferences by independently analyzing online survey data and ethnography information. Research drove product design and consumer messaging.
- Devised and presented a new business plan for an innovative product design and retail strategy to senior management of a national corporation resulting in implementation.
- Led a cross-functional team of 12 to conceptualize creative marketing solutions.

Account Supervisor — Smith Inc., Jones Corporation (1998-1999)

- Launched an innovative new product into the home improvement market outselling a leading competitor 2 to 1. Program components included: sell-in video, co-op radio/print ads, packaging, direct mail, training CD, retail POS, and consumer/trade collateral.
- Increased billings 125% by developing relationships and achieving agreed upon objectives.
- Streamlined work flow by developing and implementing a project management tool.
- Managed large groups to consensus and reduced frequency of client directional changes.
- Supervised integration of new brand identity across all communications.

Associate Account Executive — XYZ Mufflers, Jones Corporation (1997-1998)

- Authored \$400K public relations plan resulting in additional billings.
- Led day-to-day client management of public relations projects and assisted with \$1.5M national brand advertising campaign.
- Designed billings procedure and insertion tracking for consumer and trade media spend.
- Developed strategic marketing plans for such products as tires, motor oil, and performance automobile parts resulting in new business.

Kaplan and Kaplan Marketing — Akron, OH 2/95-1/97

Boutique Advertising Agency.

Account Executive — (1996-1997)

- **Assisted with day-to-day management of the following accounts: Orlando Baking Company, Marriott Hotels, Mitchell Truck Accessories, Holiday Inn, New Health Management, Lefko Outpatient Center, USA Lift Trucks, and Glenmeade Mortgage.**
- **Created and managed internal job tracking system.**
- **Drove marketing strategy by independently conducting both quantitative and qualitative primary research of customers and competitors.**
- **Implemented PR campaign reducing client's cost per lead from \$200 to \$2 versus traditional trade advertising.**
- **Solely responsible for proofreading all printed materials produced by agency.**

Intern — (1995)

- **Leveraged a temporary internship position into full-time employment within 6 months.**

RECOGNITION

Proven ability to satisfy company objectives and produce award winning creative.

- **Judges Choice and Gold Tower award for a sales promotion piece created for Jones, Inc. in the 2004 Business Marketing Association Awards.**
- **Platinum Best of Show for a training/sell-in video created for Jones, Inc. in the 2000 broadcast Aurora Awards.**
- **Marketing Support Award from Jones, Inc. sales force for the 1999 New Products Catalog, judged as the single most effective sales support tool.**

EDUCATION

Miami University, School of Business Administration — Oxford, Ohio

BS/Business Administration, Marketing Major 12/94

- **Graduated Summa Cum Laude GPA 3.92**
- **Self-financed 70% of college education by working as a waitress**
- **Member: Miami Marketing Enterprises, Kappa Kappa Gamma, and Chi Omega.**

Laws Hall & Associates — London, England

Media Director, Simulated Advertising Agency, Spring 1993

- **Elected to leadership position by faculty and peers.**

PERSONAL

- **Italian and Hungarian gourmet cooking**
- **Reading 19th century American fiction.**
- **Hiking in 14 National Parks.**
- **Collect Norwegian enamel on sterling cutlery and Depression glass.**
- **Foreign travel: Eastern and Western Europe and Southeast Asia**
- **Theatre critic of local community theatre productions.**