

## Advertising Agency Senior Level Resume Sample

Proven agency leader with expertise managing organizational change, developing new business, and ensuring profitability, seeks opportunity to lead an established advertising agency to greater growth.

### EXPERIENCE

12/99-10/05

**Marlboro AD Agency**, Cleveland, OH

\$80 million in capitalized billings, 105 employees

**Senior Vice President, Director of Business Development** (3/03 – 4/05)

While continuing as leader on the agency's largest account, changed agency business strategy to focus on client acquisition and divisional profitability. Appointed to agency management team, lead agency strategic planning committee and new business team. Served on creative director search committee.

- Improved financial performance of ABC account by increasing unit income by 10.3%. Increased account gross profit to 22.22% and consolidated income by 9.1%

- Crafted new agency creative process that focuses on consumer understanding. This has led to the development of more effective communication programs as measured by return on advertising investment.

- Established agency financial tools to manage risk, improve revenue and agency profitability. Created a Credit Committee and Contract Committee to review credit policy, receivables process and client review to reduce agency financial exposure and improve profitability.

- Identified key agency strengths and developed a new business strategy to attract clients with needs that matched core competencies in retail, health care and building products. New business has been generated from Sigma Insurance Plans, Mole Managed Care, The Smith Chemical Company building products division, and Johnnie's Pizza.

**Senior Vice President, Management Supervisor** (12/99 – 3/03)

Brand leader on the agency's lead account, ABC Corp, working with a dedicated team of 33. Responsibilities included program delivery of a \$35 million budget across a multi-disciplined communication team of 75 professionals including brand advertising, mass media, public relations, direct/database marketing, directory services and internet communications.

- Lead a client/agency team through a comprehensive repositioning of the department at ABC. This assignment included primary and secondary research, complete competitive assessment, demographic and psychographic segmentation, and a full brand review. Our repositioning directed the client to improve service within the store and vary product assortment. Communication moved from a promotional platform to brand communication with promotional support. Sales increased immediately.

- Created a multi-disciplinary promotional event, National Something Month, which led to record breaking sales during the event. A single consumer insight was delivered through advertising, direct marketing, web marketing, and media relations. Feature on NBC Today Show gained the highest 3-day sales period in the company's history.

9/98-12/99

**Big Agency, Cleveland, OH**

\$90 million in capitalized billings, 40 employees

**Partner, Cleveland**

Restored profitability to the Cleveland office of Big Agency in 6 months through radical product and process changes. New employees were recruited to the firm to more readily serve client needs. Employee productivity increased by 32% as measured by income/employee. Completed "Close to the Customer" training program in account planning and creative development. Member, inter-agency, management team.

- Took control of agency's lead account, The Jones Company, and improved client/agency relationship through improved service and product quality. New initiatives increased 3-fold, sales increased by +14%.

- Crafted new business strategy that won Wallach Spray Tool account, increasing office income by +10% through national cable television promotion and in-store merchandising program.

7/94-9/98

**Terrific Communications, Cleveland, OH**

\$34 million in capitalized billings, 39 employees

**President**

Tripled income of this consumer products sales promotion and merchandising division of Smith Advertising. Rebuilt staff with promotion specialists. Hired new creative director, director of client services and staff personnel. Reversed income ratios to reflect 63% of income from new business sources. Initiated the electronic media and web business within this division.

- Developed and implemented strategy that won the Sherwin-Williams Consumer Brands Division account. Managed non-media brand communication for 13 paint brands including; Dutch Boy, Ralph Lauren, Martha Stewart, Martin-Senour, Pratt & Lambert, and Thompson's.

- Repackaged all Thompson's Water Seal products which lead to increased sell-in to all Home Depot divisions

- Created independent dealer promotional programs for Martin-Senour and Pratt & Lambert brands that lead to increased sell-through of premium priced sku's

- Initiated the trade communication strategy that positioned S-W CBD as a brand portfolio marketer instead of a promotional marketer.

- Won new business from Imperial Home Décor Group, Owens-Corning, Michelin, and Signature Brands with brand extending merchandising programs.

6/92-7/94

**MNOP Agency, Inc., Akron, OH**

\$18 million in capitalized billings, 27 employees

**Stockholder/Managing Partner**

Launched this advertising agency business with investment capital and two partners. Delivered profitability within nine months of inception.

- Leveraged partnerships with private sector businesses to win the State of Kentucky Travel and Tourism account. Partnerships helped increase measured media for this account by 120% and joined travel destination clients like Bob Evans Restaurants, Six Flags, and Red Roof Inns in State of Kentucky advertising.

- Managed merchandising and promotional programs for agency's largest account, Simon's, Inc. Responsible for two seasonal promotions per year and local advertising program delivered to over 800 national retail accounts.

7/88-6/92

**HASSELMAN MARKETING GROUP, Akron, OH**

\$60 million in capitalized billings, 70 employees

**Senior Vice President (9/90-6/92)**

Supervised the Consumer Products promotion group of 54 sales, creative and production personnel of this nationally recognized sales promotion firm. Devised strategy to change account focus toward integration of services. Managed profit & loss for entire agency.

•Supervised Owens-Corning Fiberglas account throughout tenure with company. Created national distribution building promotional events quarterly. Developed collateral and packaging materials for in-store usage.

•Formulated brand strategy for the distribution of American Woodmark products across multiple outlets within the same channel. Multiple brands reduced channel conflict and increased distribution for this cabinet manufacturer.

**Group Vice President/General Manager (7/88-9/90)**

Revitalized a field operations office in Toledo, Ohio, doubling income in 26 months through improved program development and new business acquisition.

6/79-7/88

**Toledo AD Agency, Toledo, OH**

\$25 million in capitalized billings, 30 employees

**Vice President Client Services**

Diversified client list and increased gross billing of this local advertising agency by 112% in 22 months. Created marketing communications programs for manufacturers that sold to the Hardware, Home Center and Do-It-Yourself markets.

6/74-5/79

**Small Private College, Somewhere, IL**

**Admissions Counselor**

Interviewed, recruited and selected students for admission to Small Private College in major Midwestern markets.

**EDUCATION**

**UNIVERSITY OF TOLEDO, Toledo, OH**

MBA/Marketing 3/81

Self financed 100% of postgraduate studies while working full time

**Small Private College, Somewhere, IL**

BA/Economics & Business Administration 5/74

**PERSONAL**

Published author: The Differential Impact of Price-Related Consumer Promotions on Loyal versus Non-Loyal Users of the Brand –*Journal of Promotion Management* Vol. 6(1/2) 2001

Marketing Lecturer, Kent State University, Bowling Green State University;

Member, American Marketing Association.

Married 25 years, 4 children