

Advertising/PR Clientside Sample Resume

Summary

Seasoned marketing professional/media consultant with a record of success and proven skills in strategic planning, media relations, publicity, community and government relations.

Experience

5/98 to Present: BILL MITCHELL FAMOUS BRANDS, Columbus, Ohio

Director, Public Relations

One of the nation's largest (\$900 million+) consumer-direct marketing companies, comprising Billy Designs, Emerald Hill, Smith + Famous, The Territory Ahead and Reed Consolidated Services Group (RCSG).

Developed national branding campaign for largest division, Billy Designs, which markets luxury products to affluent Americans.

- Designed and executed national media campaign that successfully repositioned a niche brand as a product innovator and service leader.
- Chief marketing executive for new category, growing it from \$2 million to \$30 million in two years.
- Generated extensive broadcast media coverage garnering more than 300 million qualified consumer impressions in one year, 600 million in three years, including appearances on all four national broadcast networks, FoxNews, CNN, A&E, HGTV & CNBC.
- Garnered dominant print coverage in key media reaching the luxury market, including *Robb Report*, *Millionaire*, *Wall Street Journal*, *House & Garden*, *Town & Country*, *Esquire* and other Condé Nast, Meredith and Hachette publications.
- Secured positive product reviews in 89 of the 100 largest U.S. newspapers, *Time*, *Newsweek*, *U.S. News*, *Parade* magazine.
- Company spokesman, demonstrating products on-air on CBS, NBC, ABC, Fox and radio stations coast-to-coast.
- Developed channel marketing program to solidify vertical relationships with manufacturers, specifiers and trade associations.

Direct Billy Designs Business Development

- Negotiated and managed profitable partnerships and revenue-sharing relationships.
- Designed P&L model to project and evaluate current and potential partnerships.
- Negotiated more favorable terms with legacy partners to increase profitability 15 percent with zero investment.
- Advanced branding strategy through break-even partnerships that reach qualified luxury consumers.

Directed Community and Government Relations for Mitchell Brands Inc.

- Introduced new company through local and trade media campaign.
- Managed community and government relations for million-square-foot, 2,500-employee national distribution center.
- Directed business development of third-party fulfillment through integrated direct-mail and trade media campaign.
- Wrote speeches, prepared multimedia presentations and provided media counsel to CEO and members of the board of directors.
- Represented company before government and community groups and on chamber of commerce, economic development and workforce development organizations.
- Integrated marketing communication for affiliate companies.
- Opened and directed marketing for centralized outlet center to achieve company-wide savings of \$650,000 per year in liquidation efforts.

7/94 – 5/98: ABC AD Agency, Columbus, Ohio

Director, Public Relations

One of the Midwest's oldest independent advertising and public relations companies specializing in consumer/retail marketing.

Directed business development program that resulted in 26 percent growth in two years.

- Led acquisition of two of the three largest accounts in the company's 50-year history.
- Redefined target markets and scope of engagement to increase dramatically new business success rate.
- Designed core capabilities presentation still in use.
- Developed direct marketing campaign to identify and qualify prospects.

Managed media campaign for Alcoa Building Products, a global strategic player in exterior components for commercial and residential buildings.

- Conceived and designed Contractor Pro Kit to encourage distributor marketing investment and manage consistency of message.
- Developed corporate marketing support program leveraging co-op media placement to promote the Alcoa brand while solidifying dealer relationships.
- Expanded agency role to include publicity and media relations, which resulted in acquisition of additional Alcoa brand assignments.

Directed national trade, consumer and point-of-sale marketing for Huffy Service First, the nation's largest retail services company.

- Conceived and executed multi-step direct marketing campaign that resulted in 17 percent increase in revenue from manufacturer merchandising partnerships.
- Planned, wrote and designed industry-specific trade advertising campaigns that established the HSF brand in three distinct service areas.
- Negotiated point-of-sale consumer advertising in national discounters and specialty retailers.

Directed national media relations campaign for United States Air & Trade Show, the nation's second-largest aviation trade show and third-largest public air show.

- Crafted unique story angles that garnered local, regional and national news coverage as well as trade media reporting.
- Managed exhibitor relationships to coordinate media relations for maximum benefit to the organization.
- Supervised 10,000-square-foot media center staffed by exhibitor representatives and volunteers.

Managed market media relations for National City Bank, one of the Midwest's largest regional banks.

- Counseled management and executed media relations to demonstrate National City's commitment to urban communities and compliance with CRA regulations.

1/92 – 7/94: WORDSWORTH COMMUNICATIONS, Cincinnati, Ohio

General Manager

Entrepreneurial public relations agency targeting consumer marketing and local/regional public affairs clients.

Managed day-to-day business affairs for practice that grew from kitchen-table operation to \$500,000 in annual sales with five employees in two years.

- Achieved national and international publicity for consumer packaged goods clients through aggressive and original promotions strategies.

1/89 – 1-92: JONES MARKETING AGENCY, Cincinnati, Ohio

Senior Media Consultant

Midwestern office for then-largest integrated communication agency in the world.

Directed launch of the top-selling toy and hobby product two out of three years.

- *Adverteasing* 1989, *Super Soaker* 1991
- Applied guerilla marketing tactics to national campaigns to multiply effect of marketing investments

Founded issue management practice.

- Successfully counseled corporate clients on crisis situations from multiple fatality accidents to industrial pollution.
- Recognized with more than a dozen awards for professional excellence in advertising, public relations and marketing.

12/87 – 11/88 UNITED STATES HOUSE OF REPRESENTATIVES

Executive Special Assistant

Managed day-to-day operations of congressional district office, including issue development, special interest group contact and media affairs during successful reelection campaign.

9/84 – 11/87: OFFICE OF THE MAYOR OF CINCINNATI

Community Affairs Adviser

Advised Mayor Charlie Luken on community issues.

- Acted as liaison between City Hall and the business community.
- Managed communication and publicity in two successful reelection campaigns.
- Supervised volunteers in successful referendum on a city charter amendment.

Credentials:

Graduated 5/86: University of Cincinnati
B.A. Political Science
Business Focus
Honors Scholarship recipient

Certificate of Study: University of Vienna, Vienna, Austria
International Trade and Business Law

**Professional and
Community Involvement:**

Member, Lakota Schools Business Advisory Council.
Member, West Chester Community Improvement Corporation.
Politics and public affairs consultant to U.S.I.A. International Visitors Program.
Professional studies mentor, College of Mt. St. Joseph.
Offer seminars on public speaking, writing and media training for executives.
Volunteer instructor, Cincinnati Public Schools

Awards & Recognition:

Best of Category, Public Relations Society of America
Best of Show, American Marketing Association
Best of Category, American Marketing Association
Silver Medal, International Advertising Festival of New York
Award of Merit, The One Show
Gold Medal, International Mobius Awards
Silver Award, Art Club of Cincinnati
Who's Who in Media, Who's Who in the Midwest, Who's Who in the World
Six Regional Addys
14 Awards, Cincinnati Advertising Club

Personal: Married 10 years, two children, excellent health.
Interests include hiking, camping, cycling, basketball & baseball.
Willing to relocate.