

PROFESSIONAL OVERVIEW

Marketing and advertising professional with ten years of experience in the hospitality and restaurant industries. Results driven sales performance measured by key financial and marketing metrics. Substantial agency and client experience working with franchised organizations. Strong budget management skills with focus on return on investment.

- **Concept Strategy and Brand Management**

- Developed vertically integrated marketing programs that increased same store sales and overall brand performance.
- Increased patient counts by 40% by improving advertising plans and implementation of direct marketing programs.

- **Advertising Management**

- Advertising management from the agency, client and sales sides of the business.
- Negotiated pricing resulting in savings of over 25% on production costs.

- **Leadership**

- Proven ability to develop, launch and execute marketing programs at local, regional and national levels achieving company goals and ensuring profitability.
 - Management of complex business relationships between franchisor and franchisee, national agencies and field marketing groups.
 - Ability to effectively communicate across all agency platforms including creative, account management, finance and production.
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PROFESSIONAL EXPERIENCE

REGIONAL MARKETING DIRECTOR, West Palm Beach, FL • 2008 – Present

Full-service, walk-in urgent care centers offering medical treatment to all ages for illness and injury while providing a customer-service approach to medicine.

- Define and drive the advertising strategy for South Florida Region. Develop strategic initiatives encompassing outdoor, transit, television and print along with non-traditional advertising and marketing efforts.
- Oversee and direct the day-to-day activities of the advertising and marketing plans as well as overall brand identity.
- Develop, implement and manage \$1.2 million annual advertising and marketing budget. Maintain all budgeting and invoice approval.
- Work with Finance to appropriately analyze marketing activities for ROI. Continually look at ways to better leverage media spend to achieve desired patient counts.
- Select, negotiate and implement large scale sponsorships and marketing activities.
- Develop and supervise Outreach Department and direct marketing activities.

SENIOR ACCOUNT EXECUTIVE, Deerfield Beach, FL • 2007 – 2008

Specialized branding agency partnering with hospitality, vacation, real estate and consumer products companies to differentiate and position brands to dominate in competitive markets. Deliverables include brand strategy through planning, development and execution of communication elements.

- Key account representative for agency overseeing eight clients.
- Successfully improved client communications, strengthening relationships and increasing revenue.
- Audit projects to maintain budgets and ensure profitability.

REGIONAL ACCOUNT EXECUTIVE / OPERATIONS & MARKETING ADVISOR,

West Palm Beach, FL • 2006 – 2007

Advertising agency franchise specializing in outdoor media focused on developing individual franchise locations while creating a national network of outdoor media contacts and resources to support and benefit franchisees.

- Opened and successfully trained nine new franchisees and supported an additional 53 locations throughout the United States and Canada.
- Developed franchisee training materials including a 100+ page instruction manual that provided guidance for day-to-day business activities and utilizing a proprietary web-based system.
- Developed marketing plans that generated leads and sales for individual franchise locations.
- Exceeded company-wide sales forecasts by 27% year-over-year.

SENIOR ACCOUNT EXECUTIVE, Nashville, TN • 2003 – 2006

Provided strategic planning and day-to-day management on casual-dining restaurant account.

- Specific duties included daily interface with Regional Marketing Managers; preparation of sales forecasts, project budgets and management reports, research and analysis of marketing data, and coordination with creative teams.
- Developed and executed Grand Opening and Focus Store report process that provided qualitative and quantitative trade area and target market profiles along with individualized marketing plans to increase revenue. Reports were utilized by agency for planning, client corporate management to evaluate top-line market conditions and client store management for local store marketing efforts.
- Negotiated with local television and radio stations to secure over \$250,000 in added value promotional opportunities for 2004 and 2005 budgets.
- Developed and executed \$10 gift card mailer program for new store grand openings. Program rendered a 10% return of gift cards resulting in sales an average of 21% above projections.
- Supervised account executive and coordinator.

ACCOUNT EXECUTIVE, Jacksonville, FL • 2000 – 2002

Worked with national and local advertising agencies negotiating rates, ratings and makegoods while maintaining positive relationships and increasing revenue. Conducted and coordinated all sales of half-hour time periods for infomercial and religious programming.

- Achieved yearly new business goal during first six months of 2002.
- Successfully assisted stations during transition from UPN to CBS affiliate – increased paid programming revenue over 50%.
- Developed and executed unique promotional opportunities for pizza client to increase traffic and brand awareness. Included vignette programs during sweeps and community involved activities year-round.
- Established quarterly rates, maintained financial reports and performed budget analysis for all paid programming.
- Trained and supervised Junior Account Executives for Paid Programming Sales.

ACCOUNT EXECUTIVE, Nashville, TN • 1998 – 2000

Developed new business working with local direct clients and advertising agencies. Conducted and coordinated all half-hour paid programming sales.

- Established quarterly rates, maintained financial reports and performed budget analysis for all paid programming.
- Increased paid programming revenue over 100% year-over-year.
- Achieved goal to bill enough business to cover compensation draw within first six months of employment.

EDUCATION

UNIVERSITY OF TENNESSEE, KNOXVILLE

Bachelor of Science in Communication 1998, Major: Advertising

COMPUTER SKILLS

PC and Macintosh literate. Proficient with Microsoft Office, Adobe Creative Suite, QuickBooks and multiple research programs. Excellent Internet skills. Type 55+ WPM.