

BUSINESS DEVELOPMENT SPECIALIST/AE

Professional Summary

I am an exceptionally creative and results-driven marketing professional with over 20 years of successful experience covering the entire gamut of the industry. I am extremely adept at all levels of communication; work extremely well independently or as part of a group, while possessing strong supervisory, organizational and staff management skills. I am experienced in all related design, database/analysis and presentation programs and have extremely strong media identification, planning and negotiation skills-with a solid history of success in targeting primary demographics. I possess exemplary project management, budgetary and analytic skills and bring a rare mix of right-brain creativity and left-brain organizational skills to the table, and am currently seeking a challenging position within my field of proven expertise. Extremely adept at multi-tasking-with the ability to effectively juggle multiple projects and deadlines Experience in developing metrics and methodologies to assess campaign effectiveness and ROI statistics Strong media identification, negotiation, planning, campaign creation, production and assessment skills Highly-experienced in all phases of print production, including: design, negotiation, press checks, pre-press and print operations Highly-experienced in all phases of media planning, budgeting, negotiation, trafficking and assessment Highly-experienced in all phases of television and radio campaign production and development Experienced in forging and strengthening high-value business relationships Building and creating cross-functional teams within a supportive environment to maximize efficiencies Development of co-op advertising/marketing initiatives within non-competing industries Experience in preparing and delivering statistical and consumer trend reports to C-level company executives Extensive background art directing photo shoots-both in-studio and on-location Extremely battle-tested in crisis management and creative problem solving Microsoft Office (Word, Excel, PowerPoint, etc.) Highly-experienced in PageMaker, InDesign, QuarkXPress, as well as all other layout/design programs Highly-experienced in Photoshop - as well as most other graphics programs Exemplary staff motivation/development/management skills Experience on both sides of the media negotiation table (client/media) Highly-developed interpersonal and presentation skills / superior writing and editing skills Strong work ethic Skills

Work History

BUSINESS DEVELOPMENT SPECIALIST/AE 09/2012 to 07/2014

Company Name – City , State

- Develop new business and manage existing accounts for