Linsea Mohr

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Experience

**Owner/CEO, More Media**

**May, 2003 – Present**

* Conceptualized, effectively sold and executed marketing web projects from inception to publication
* Developed online advertising campaigns for nationwide corporations and smaller companies
* Successfully launched and managed SEO, SEM, Search-Optimized Web Design, Streaming Video, Conversion Optimization, Social Media, Pay Per Click and Landing Page Optimization for clients
* SEO writing, editing, research, layout and design of websites, digitally formatted content and streaming video from script to screen
* Oversee and regulate web content management and enhancements
* Authored training materials and educated clients on web navigation and conversion marketing
* Mission-possible attitude for success in achieving strategic business objectives and client relationships
* Clients include The New York Post and The Van Wezel Performing Arts Hall

**Vice President/Sales Manager, AM Newswire, Inc.**

**August, 1999 – May, 2003**

* Sold advertising space for two online paid subscription DVD magazines to high profile clients such as Panasonic, Disney, DuPont and Technicolor
* Boosted sales by 300% within one year
* Catalyst in originating the inception of a Disney website whereby all online sites and publications extract Disney-approved creatives ([www.admaterials.com](http://www.admaterials.com)) that ensues today
* Solely created and executed advertiser game concepts for DVD giveaways and paid campaigns
* New business development of more than 5000 CD/DVD industry clients including major motion picture studios, DVD authoring, post-production and replication
* Supervised, hired and coached employees to perform at optimal levels utilizing superior leadership skills
* Consistently surpassed target revenue objectives

**Outside Sales Representative, Software Packaging Associates, Inc.**

**September, 1998 – July, 1999**

* Effectively pioneered a virgin northeastern US territory by establishing and maintaining Fortune 100 clients such as Warner Brothers, Oppenheimer Funds, Battelle Labs and AT&T
* Consistently exceeded sales goals and product quotas

**Outside Sales Representative, Chicago Tube & Iron**

**June, 1996 – July, 1998**

* Successfully developed and maintained steel and fitting client base in the Columbus, OH territory
* Increased customer base by 40%
* Converted 50% of prospective clients into established customers
* Profitably sold value-added features in a commodity price-driven market

**Buyer, Tosoh SMD, Inc.**

**March, 1991 – June, 1996**

* Procurement responsibility constituted 80% of all corporate purchasing for ultra-high purity sputtering target manufacturer
* Online MRP procurement of ultra-high purity and commercial metals, tooling, computers and peripherals, facilities and services for the semiconductor product line in a focused-factory environment
* Effectively negotiated long-term raw material contracts that resulted in a 30% cumulative savings annually
* ISO 9001 element leader and author of all materials management policies
* Conceived and executed a custom-fit EDI program
* Managed all facets of day-to-day operations including inventory control and vendor relations

**Buyer, Sony DADC**

**April, 1986 – February, 1991**

* Procurement of raw materials, MRO, tooling, clean-room supplies, production materials, electronics, chemicals, packaging materials and shipping supplies for a CD manufacturer
* Successfully overhauled materials management from a manual to a fully automated paperless system (Kanban)
* Established and implemented a manufacturing supply reorder point system
* Created and executed a Forms Management Program
* Reduced raw material and manufacturing supply costs by 25% and 50%, respectively
* Managed all facets of day-to-day operations including inventory control and vendor relations

Education

**Bowling Green State University**

Bowling Green, OH

B.S - Production and Operations Management

B.S - Procurement and Materials Management

C.P.M. - Certified Purchasing Manager