

BRIAN P. STANTON

(773) 420-8668 ▪ bstanton773@gmail.com
1005 W. George Apt 2F
Chicago, IL 60657

EXPERIENCE

NOBLE COMMUNICATIONS+

Chicago, IL

Assistant Account Executive

July 2016 - January 2017

- Supported six clients over three account teams, including COUNTRY Financial, Pace Suburban Bus, University of Michigan Ross School of Business, Rutgers University, Stratasys, and D1 Networks
- Built strong client and vendor relations and became main point person for day-to-day vendor relations
- Built over 25 agency presentation decks for client presentations and new business
- Responsible for overall coordination of project work for 6 clients
- Worked with Account Supervisor to develop marketing strategies for COUNTRY Financial and Pace Suburban Bus
- Worked with Media team to create end of year, quarterly, and monthly reporting presentations for client
- Prepared and monitored monthly client billing and invoicing
- Assisted in development and execution of client communication, timeline and budget development/maintenance, and on-time delivery of materials
- Responsible for comprehensive production processes for print, radio, out-of-home, digital, and lead generation campaigns
- Assisted in the development and coordination of response to government-mandated Request For Proposal

MERKABA HOUSE

Champaign, IL

Account Director, Project Manager

January – March 2016

- Developed an advertising and marketing campaign for a local nonprofit as a part of the senior capstone project
- Planned and executed a multimedia campaign that included radio, print, social media, and direct mail elements
- Established direct line of communication with client, ensured the team was on strategy and on scope, and led key client presentations
- Contributed to market and audience research, messaging and media strategy, creative concepting, and executing

BMO HARRIS BANK

Chicago, IL

Sales Effectiveness Design Intern

June 2014 - August 2015

- Designed scoring mechanism to better evaluate programs and aid in the decision making process
- Wrote openings for weekly internal radio show informing bankers on new campaigns, sales contests, etc.
- Created Access Database for Retail Banking Development Program as a way to better communicate to new hires and their branch managers
- Assisted in designing training materials for Regional Sales Managers and Presidents to train bankers
- Researched and created SWOT analysis for different products to identify talking points for skill builders

Customer Sales Intern

June - August 2013

- Took raw sales data from Joliet market and organized it into management tool that allowed management to better understand sales product variability. Tool was ultimately introduced to the Illinois region

LEADERSHIP

SIGMA PHI EPSILON (ΣΦΕ)

Champaign, IL

Executive Board - VP Communication

September - December 2014

- In charge of all social media, including Twitter (500+ followers), and implemented Hootsuite and a social media plan increasing number of followers by 15%
- Networked with alumni and members of the alumni board to communicate the success of the fraternity through a variety of mediums
- Restructured outdated chapter website and Facebook page resulting in 200% increase in total reach
- Led workshop for 30+ students at local junior high school to make significant improvements to everyday life with help of four to six volunteers

EDUCATION

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

3.5/4.0 GPA

College of Media | Bachelor of Science in Advertising

May 2016

Business Minor

UNIVERSIDAD DE NAVARRA | PAMPLONA, SPAIN

Study Abroad | Facultad de Comunicación

Spring 2015