‍‍Erik Winters

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Objective

Achieve the highest value marketing results for advertisers to improve my company’s performance

Experience

Marketing Results Architect | OPUBCO Communications Group | 2/17/1999 – 11/15/2013

Accomplishments

Business Development – Conceived and directed the business development of JobsOK.com, the most trafficked job website in Oklahoma, part of NewsOK.com.

Product Marketing – Designed the online & print advertising campaigns to launch JobsOK and highlight the various features as it evolved

Digital Marketing – Developed a cross-platform (print, online, video) Content Marketing initiative to produce more tangible results (name, contact info, initial need) for advertising clients

Sales Performance – Produced initial sales and later assisted other sales associates, taking a brand new online jobs platform to a current annual revenue over $700,000+

Product Strategy – Collaborated and implemented a cohesive strategy to increase RFP approval from national advertising media management firms (Centro, Cox Digital Solutions, etc)

Responsibilities

Online advertising campaign management – monitored existing and proposed campaigns to find better opportunities for increased revenue and campaign performance.

Developed creative, strategic and cost effective marketing solutions for adverting clients.

Customer account/relationship management – over watch of site administration to resolve client problems or suggest improvements for better results.

Website redesigns project management – upgraded product search sites (CarsOK, HomesOK, JobsOK, Oklahoman Direct) to improve user experience, reduce bounce rate and generate definitive lead results.

Sales performance – market research, prospecting and developing new business, to meet and exceed revenue goals.

Marketing communication – developed “white papers” content for internal and advertising client lead generation.

Product development – non-traditional revenue opportunities/business expansion to compensate for changing consumer responses.

Market research - analyze consumer motivations and find product solutions for advertisers to gain a competitive edge for their goods and services in an increasing crowded marketplace.

Digital media sales advisor and administrator for print side AEs on multi-platform (online, mobile & video) campaigns. Advised AEs on online ad standards and requirements, forecasting available impressions and reserving fixed positions using DoubleClick.

Managed sales assistants and workflow for advertising scheduling process.

Managed outside media placement campaigns: assuring creative ordered, site reservations made, tracking impressions goals, resolving any problems and entering into billing system.

Coordinated with external advertising agencies and in-house creative departments to create advertising campaigns.

Developed and conducted presentations and training workshops with jobseekers and employers to maximize their job seeking and candidate search efforts.

Maintained budgets and accounting spreadsheets.

communications manager | fleming foods | 2/1996 – 12/1998

Accomplishments

Wrote and produced “VISIONET Network” marketing video that generated both trade media & retail customer interest, doubling requests for one-on-one sales presentations.

Produced Dialog ’98 Conference for independent supermarket retail customers. Achieved a 99% “highly favorable” approval rating – highest in company history.

Awarded IABC 1998 Black Gold Award for Special Events – 1997 Fleming Leadership Conference in Jacksonville, Florida.

Responsibilities

Responsible for all phases of video communication production: client meetings, determining program’s objectives, writing scripts, preparing all production elements, directing crew & talent (both professional & non-professional), editing programs, and evaluating program’s effectiveness with target audiences.

Produced videos for marketing, video news releases, corporate image, public relations, shareholder information, motivational, training, safety, executive meetings, informational, community/charity, press conferences, meeting documentation and video reinforcement for large projection systems.

Manage project budgets ranging to $200K plus. Maintained ledger paperwork, intermediary between accounts payable, production crew, talent, and vendors; ensuring project completed within budget.

Produced & directed annual sales meetings for grocery industry partners on location at various convention sites within U.S.

[Communications Producer, Director, Writer](http://www.linkedin.com/search?search=&title=Communications+Producer%2C+Director%2C+Writer&sortCriteria=R&keepFacets=true&currentTitle=CP&trk=prof-exp-title" \o "Find others with this title) | Phillips petroleum company | 2/1989 – 11/1995

Accomplishments

Wrote & produced influential documentary that secured a favorable multi-million dollar contract with the government of Paraguay.

Wrote & produced 5-part corporate image marketing video that covered the global operations of Phillips Petroleum Company.

Produced via long distance (due to budget constraints), successful marketing video of Singapore plastics & chemicals business for the growing south Asia region.

Recognized by KOTV, the CBS affiliate in Tulsa, for producing the best public service / corporate promotional spot for the Tulsa Corporate Challenge.

Wrote & produced Political Action Committee promotion for internal audiences to reach larger audience and increased employee participation by 15%.

Responsibilities

Operated all video production equipment including: 1” & Beta SP mastering, computer terminal screen editing, computer graphics & digital effects, audio, production switchers, routing systems, remote TBC interface, EFP & studio camera operation, grid & portable lighting systems.

Wrote and produced commercials, marketing, VNRs, corporate image, public relations, motivational, training, safety, informational, community/charity, documentaries, press conferences, meeting documentation and video reinforcement for large projection systems.

Story selection, research, scripting, all field & studio production, directing anchor, editing & distribution by videoconferencing satellite, fiber optic & mailing to internal & external sites, worldwide.

Assigned all projects converting video programs to foreign languages including: Mandarin Chinese, Russian, French, Spanish, German and Italian.

Production experience throughout the United States as well as Belgium, Egypt, Offshore - Gulf of Mexico & North Sea, Norway, Paraguay, Puerto Rico & United Kingdom

Education

University of northern colorado | ba in fine arts – theatre/communications

Skills & Abilities

experience with

Website design and development, Content & Inbound Marketing, Search Engine Optimization and Local Search, Search Engine Marketing, Social Media, Retargeting and Google Analytics

technical skills

Microsoft Office Suite, Photoshop, Web Builder, HTML, professional videotape equipment

business skills

Work ethic, self-reliant , complex problem solver, critical thinking, judgment and decision making, active listening, creativity, presentation skills, public speaking, organizational skills, business and creative writing, proofreading, negotiations, budgeting, spreadsheets, time management, business reports