

Margaret Head

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Professional Objective: My goal is to contribute my leadership, drive, strategic marketing communication and client service expertise to a dynamic, growth-oriented organization.

EXPERIENCE

The Marketing Arm, Chicago, IL - Consulting Specialist

May 2014 - Present

- Increased TMA involvement with AT&T Wi-Fi business through creative and innovative deployment of resources.
- Strategically planned, managed, executed and tracked AT&T sponsorship agreements.
 - ❖ Ohio State University, Baltimore Orioles, Philadelphia Phillies, Pittsburgh Steelers and more.
- Managed all client status reporting, change tracking and approvals.
- Assisted in the quantitative evaluation, recommendation and negotiation for new sponsorships.
- Performed competitive research and measurement insight for new AT&T business leads.
- Developed competitive research and strategy for MLS properties and Mexican soccer opportunities.

The Marketing Arm, Chicago, IL - Associate Consulting Specialist

Sept. 2013 - May 2014

- Supported AT&T Wi-Fi deploying temporary Wi-Fi solutions at annual events
 - ❖ Coordinated and oversaw process logistics resulting in smooth and successful events.
 - ❖ Drafted and submitted Site License agreements.
 - ❖ Managed client relationships and communication between AT&T and event promoters such as: SXSW, Boston Marathon, Quicken Loans National, Circuit of the Americas-F1 Grand Prix

BPS Marketing, Indianapolis, IN - Marketing Intern

Jan. 2013 - May 2013

- Prepared RFPs for Indianapolis media outlets and assisted with media buying for Flower and Patio Show and the Dayton Home and Garden Show.
- Created sponsorship proposals and developed new marketing campaigns for Marion County Fair.
- Managed social media (Facebook and Twitter) for the Marion County Fair

Learfield, Evanston, IL - Marketing Intern, Northwestern University

May 2012

- Assisted in creating master proposal for basketball and football signage agreements

Butler University, Indianapolis, IN - Intramural Supervisor

Jan. 2010 - May 2013

- Oversaw and assisted in the set-up, clean up and management of intramural games, officials and equipment

EDUCATION

Butler University, Indianapolis, IN

Sept. 2009 - May 2013

B.A. Public Relations and Advertising, Minor in Business Marketing

Universidad Autonoma de Barcelona, Barcelona, Spain

Jan. 2012 - May 2012

International Business

AWARDS and INVOLVEMENT

Munich Personal RePEc Archive, Published Research Case Study Published “*Scotch Whiskey in Thailand. Strategic Implications of International Alliances and Product Adaptations.*”

Public Relations Student Society Association, Butler Chapter

Butler University Club Soccer, Secretary & Player

SKILLS

Brand Strategy, Market Research, Competitive Analysis, Client Services, Account Management, Sponsorship

Programs: Microsoft Word, Excel, Outlook, PowerPoint, Conxport Software, Emma Email Marketing,

Personality: Driven, versatile, organized, positive, self-motivated, strong written and oral communication skills.