

Marilyn Fake Name
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Astute, senior level advertising agency executive who strategically translates integrated marketing briefs -- with an emphasis on direct, social and online -- into increased revenue, brand awareness, and market share for clients. Partners with clients to market high-visibility B2B and B2C accounts and iconic brands including CPG, healthcare, financial, hospitality, industrial and retail. A proactive, engaged and strong team leader skilled at energizing diverse teams with expertise in:

Direct Mail • Online Marketing • Project Management • Lead Generation • Strategic Marketing/Planning
Budget Management • Team Leadership • TV/Radio/Print Ad Creation • New Product Launches

EXPERIENCE

DEMORALIZED AD AGENCY, Cincinnati, OH 7/12 – present

Down-in-the-dumps agency undergoing massive organizational change. \$85 million in billings and 90 employees.

Account Director

Leads the strategic development of new shopper programs for Big Paper Company (BPC) and Canadian Food Conglomerate (CFC).

- Champions the use of innovative in-store materials and web promotions to drive traffic and increase sales for BPC and CFC at the retail level.
- Strategically collaborates with manufacturers such as DEF, Inc. to enhance marketing programs for BPC with a goal of increasing sales by 3% as well as driving incremental sales of more than \$1 million.
- Directs an internal team of ten account service and media planners to implement marketing tactics.

SHARPSMITH ADVERTISING, Columbus, OH 4/05 – 7/12

Full-service integrated marketing communications agency with 125 employees and \$180 million in billings.

Account Supervisor (11/08 – 7/12)

Account Executive (4/05 – 11/08)

Directed marketing efforts for OSU Medical Center, ATM Inc., Whoosh Vacuum, PNC, CVS Private Labels, Stones Automation, Newell, PPG and Hilton Resorts resulting in more than \$10 million in overall agency billings.

- Managed the development of a direct mail campaign for OSU Medical Center resulting in a reactivation of 3,000 past patients and incremental revenue contribution of \$2 million.
- Oversaw the development of a community marketing campaign on behalf of PNC to promote smart online banking protocols.
- Coordinated and supervised the execution of a monthly multi-cultural consumer print campaign in more than 200 newspapers across the PNC footprint, which resulted in \$3 million income for the agency.
- Facilitated the creation of an integrated marketing campaign for ATM, Inc., which increased customer retention threefold and sales by \$50 million.
- Led the strategic initiative to establish positioning for a new line of self-service ATMs.
- Effectively launched a B2B direct campaign for a new automated product from Stones Automation resulting in a lead conversion rate of 12.2%.
- Implemented a new product launch for Newell that generated 14,000+ unique Website visits in one day and resulted in an updated product's entry nationally in big box retail.
- Executed against a \$10 million multi-media budget for Whoosh Vacuum, including broadcast, direct mail, print and interactive.
- Spearheaded the development of a national holiday TV campaign for CVS retail stores resulting in the largest revenue generation since company inception.

- Guided the strategic and creative development of an award-winning brand TV campaign, the first ever for Hilton Resorts, which aired nationally during key PGA Tournaments.
- Generated 10% growth of sales year-over-year with a new brand strategy for PPG exterior paints.

NATIONAL ONLINE, INC., Rocky River, OH 8/03 – 4/05

Provider of a web-based marketing platform that allows CPG companies to execute broadcast marketing programs efficiently.

Client Service Specialist

Managed ad development and dissemination utilizing the proprietary web-based marketing platform for Barnes & Nobel, Verizon and Cadillac.

- Successfully managed media schedules, creative development, execution and timelines for multi-state newspaper campaigns.
- Approved ad templates to ensure accuracy of messaging and content prior to distribution.
- Supported clients regarding use of the campaign builder tool, which allows clients to customize marketing messages.

DELTA BUSINESS SOLUTIONS, Cleveland, OH 11/01 – 8/03

National telephone communications services provider, which filed bankruptcy in 2003.

Account Representative

Interfaced with customers including Cleveland Public Schools and Huntington Bank, regarding products and services.

- Primary contact for customers in the Cleveland, Akron and Canton markets, which included Cleveland Public Schools and Huntington Bank, regarding products and services.
- Worked with sales representatives to manage leads and budgets.
- Generated incremental revenue by selling upgrades and services.

HASSLEMIT ADVERTISING, Akron, OH 08/96 – 11/01

Full Service Advertising Agency with \$100 million in billings and 90 employees.

Traffic Manager (7/99 – 11/01)

Traffic Assistant (10/98 – 7/99)

Facilitated the flow of print advertising and collateral from job initiation through completion for clients such as University of Akron, Fairy Market, First Federal and Akron General Hospital.

- Collaborated with creative and production to schedule workflow for various stages of job completion.
- Prepared and maintained estimates and timelines.
- Oversaw the production of 4-color and BW newspaper and magazine advertisements as well as various collateral materials including brochures and annual reports.
- Managed relationships with printers and vendors.

EDUCATION

Northern Kentucky University, Lexington, KY

BSBA/Marketing with minor in French cum Laude, 8/98

AFFILIATIONS/COMMUNITY/PERSONAL

AAF/Cincinnati Board of Directors. American Marketing Association. Habitat for Humanity. American Red Cross.

Cultivates award-winning roses, reads 19th century French poetry, collects pink Depression glass and Roseville pottery.