

OBJECTIVE To apply skills in marketing, brand management, and advertising to help a company increase revenues.

SUMMARY Execute national advertising campaigns, negotiate rates and create media buys for TV, print and other media. Skills impact consumer communications, increasing client sales and staff development. Ensure buys meet schedules, purchases attain planned goals and accurately post. Support the client relationship by clearly presenting buying strategies and explaining complexities relevant to the account.

STRENGTHS

- Staff Training
- Ratings Research
- Negotiations
- Cost Estimations
- Communications
- Postings
- Market Research
- Presentations
- Forecasting & Projections
- Client Management
- Product Launches
- Strategy Development

EXPERIENCE

1/98 - present

OMD (ELEMENT 79), Chicago, IL
Media Supervisor, - Quaker Oats 6/01-present

CLIENT QUAKER OATS

Overview..... Execute multimillion dollar advertising campaigns for TV, print, outdoor and newspaper that focus on effectively using budgets to capture the client’s key target audiences.

Develop new product launches and product tests prior to national distribution in new categories (ie. Propel Fitness Water). Train and manage Media Planners and Assistant Media Planners

DIVISIONS SUPPORTED	Products Represented
Hot Cereals	Instant Grits, Oatmeal
Snacks	Gatorade Energy Bar
Golden Grains	Rice-a-Roni, Near East
Beverages	Propel
Fortified Foods (Altus)	Take Heart, WIN
Budget Snap shot	Total (\$) Planned
As Supervisor	\$39MM over 15 months
As Media Planner	\$53MM over 24 months
As Asst. Media Planner	\$40MM over 14 months
Total	\$132MM

Key Contribution *As Media Supervisor* Prepared and presented or contributed on client presentations to support TV, Print and other media buying decisions.

Client Presentations Include

- Objectives & Strategies 8 each
- Media Plan Recommendations 15 each
- Competitive Analysis 9 each

Key Contribution Plan media buys to capture a client’s marketing and sales objectives by executing tactical media strategies.

Media Planning Focus

- Penetrate new markets
- Increase product consumption
- Heighten product awareness
- Build brand equity
- Launch new product
- Increased sales

Overview..... *Media Planner* 2/99-6/01 Developed media plans and executed buying strategies based on ratings projections, program content and audience mix. Managed brands to ensure maximum communication effectiveness. Analyzed competition and wrote as well as presented business overviews to support Quaker Oats’ marketing plan. Managed media, planning, cost database for 18 planners spending \$250MM. Trained new staff on the following key systems: Competitive & Buying.

Products Hot Cereals, Propel Fitness Water

Overview..... *Asst. Media Planner* 1/98 - 2/99 Assisted in the planning process for Quaker Instant and Standard Oatmeal.

Products Hot Cereals at \$600M year

COMPUTER Advviews, IMS, SQAD, Mediatools, Telmar, MS Excel, PowerPoint and Word

EDUCATION 12/97: B.S., Marketing & Finance, Minor, Fashion Merchandising, MIAMI UNIVERSITY SCHOOL OF BUSINESS