

Deborah Brown

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Senior Marketing/Advertising Manager

Progressive, results-driven senior advertising manager offering proven success developing marketing and advertising strategies that support and advance corporate goals. Skilled at setting clearly defined objectives, gaining critical buy-in from senior leadership, and efficiently managing company resources. Motivational leader and trusted team member with vast experience developing and executing creative strategies across television, radio, and print media. Solid financial acumen with a reputation for exceeding expectations and delivering immediate return on investment. Track record of rapid advancement throughout career.

Key Strengths:

Marketing Strategy Development ▪ Marketing Plan Execution ▪ Program Development
Project / Employee Management ▪ Budget Development & Oversight

Professional Experience

Xxx Company, Minneapolis, MN

2001–Present

Senior Advertising Manager (2003–Present)

Manage national Yellow Page advertising initiatives (as well as numerous Midwest regional projects). Selected to establish, lead, and grow advertising programs: analyze market research, direct executive focus, develop market-based strategies, build marketing teams, and promote corporate goals. Develop and control multi-million dollar advertising and marketing budgets. Oversee 2 advertising managers, 5 account team members, and 22-member agency team. Develop local market placement strategies for Yellow Page advertising and implement annual plan across 28 markets.

- Helped establish corporate brand strategy for attracting employees, vendors, and customers; company received multiple honors for corporate recruitment.
- Increased ad sales 23% over 6-month period and enhanced brand loyalty by customizing message.
- Increased employee productivity and recognized significant cost savings by developing Intranet archive for company advertising.
- Controlled \$5 million production budget in 2004; reported \$600,000 in annual savings.

Advertising Manager (2001–2003)

Oversaw regional advertising, segment advertising support, Yellow Page strategy support, and internal advertising communications. Supported segmentation by executing research programs, managing creative process, and developing diversity initiatives. Managed five-member account team and developed highly effective segment-specific programs. Executed and managed national corporate strategy for Yellow Pages advertising.

- Increased advertising reach by implementing corporate programs in 11 regional markets.
- Recruited to fill Advertising Manager position as a result of surpassing expectations; youngest member of ad team at the time.

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Yyy Company, St. Paul, MN

2000–2001

Assistant Account Executive

Supported account executive with project management and major account execution. Managed production orders, rotation schedules, and copy development.

Zzz Company, Madison, WI

1999–2000

Creative Coordinator

Managed Creative Department; overseeing client services, supporting creative directors, and liaising with senior leadership. Organized and created visual presentations and handled freelance HR issues. Promoted from Relationship Marketing Associate.

Volunteer Work

XXX Community Program, Minneapolis, MN

1999

Project Manager

Recruited by non-profit organization to manage large-scale computer refurbishment and implementation project. Built and directed eight-member project team, constructed and managed databases, organized technical training sessions, and coordinated joint-venture projects.

- Exceeded procurement goal by 40%; completed one-year service in seven months.
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Education

Bachelor of Arts Degree – Major in English (1998)
University of Wisconsin-Eau Claire

Affiliations

Member, American Marketing Association, 2003–Present
Volunteer, American Cancer Society, 2000-2002
