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JOHN SMITH
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Sales Executive • Business Development Manager • Director of Marketing

Senior marketing professional with 20 years' leadership expertise in:
Marketing, Advertising, New Business Development, Promotions, Special Events,
Multicultural Marketing, New Business Start-ups, Market Analysis, Staff Management

*Leading businesses from start-up to high revenue growth through
development of innovative marketing, advertising and promotional programs.*

Current President, American Marketing Association, Southern California Chapter

CAREER HIGHLIGHTS AND ACCOMPLISHMENTS

Marketing Management: Created **\$75M** in revenues growing start-up casino to 3rd largest revenue generator out of 256. (Hollywood Park)

New Business Development: Closed over **\$40M** in agency billings with key clients ADP, AT&T, Bank of America, TJ Maxx, Pitney Bowes, DEC and Taco Bell. (Austin Knight)

Start-up Operations: Successfully launched world's first web-based free communications service to realize planned exit strategy via acquisition two years ahead of schedule. (Fax4Free.com)

Strategic Planning: Conceived core value proposition and financial model to create and implement first mobile cosmetic medical clinic. (Body Renaissance)

Multicultural/Special Events: Produced and staged **over 200 special events** including concerts, sporting events, beauty pageants, trade shows, etc. for mainstream and multicultural audiences – live and televised. (Hollywood Park)

EMPLOYMENT SUMMARY

Body Renaissance **Vice President of Marketing/Operations/Principal** **Redondo Beach, CA**
2001 – Present

Developed sales, marketing and operations infrastructure for mobile cosmetic medical treatment center. Led sales of services to physicians and aestheticians. Recruited and managed medical staff of six. Developed intranet to increase efficiency. Initiated new revenue stream through nurse training program.

- Established office that generated **\$500K** in revenue during first year of business.
- Increased sales revenue **20%** and referrals **25%** with new promotional programs.

Rare Medium Group **Interim Director of Sales, West Coast/
Senior Vice-President of Marketing and Sales** **Marina del Rey, CA**
2000 – 2001

Served as sales, marketing, and interim business development leader for \$4B Internet professional services provider. Managed \$24M marketing budget. Prospected new key clients for online promotional programs, including CBS and Sony. Created sales and marketing plans for new corporate venture.

- Implemented eCRM-driven **data mining systems** to match customer data with specifically targeted advertising messaging for increased corporate revenue.
- Developed **customer recruitment, loyalty marketing, and affiliate programs** through direct and indirect marketing channels.

Jfax.com/Fax4Free.com **Vice President of Marketing/Director** **Los Angeles, CA**
1998 – 2000

Public ally held online messaging leader realized growth through acquisition of online, free faxing service. Responsible for Fax4Free's marketing, advertising, PR and user acquisition.

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Jfax.com/Fax4Free.com (Continued)

- **Recruited 1200+ nonprofits** with membership base of over **32 million** and **250,000** users.
- Built strategic alliances with leading online firms Clear Channel, FOX, Fansonly.com, Wired as well as UCLA.

Hollywood Park

Director of Marketing

Inglewood, CA

1993 – 1997

Directed marketing, advertising and promotions for first hotel/casino complex in Los Angeles and world's first racetrack casino. Planned and monitored \$3.5M marketing budget. Managed four ad agency staff and two sales staff. Designed special events, including world's largest poker tournament.

- Attained ranking of **third largest casino** of 256 statewide through targeted marketing.
- Increased Asian attendance to **over 40% of customer base** with new marketing campaign.

Bicycle Club Casino

Director of Marketing and Advertising

Bell Gardens, CA

1993

Led marketing strategy and operations for world's largest and most successful card casino. Developed and monitored \$1M marketing budget. Managed five internal advertising agency staff.

- Increased revenue nearly **\$1M** with new loyalty-based promotions.
- Improved monthly poker revenue **20%** with development of Diamond Jim Brady Tournament.

JWT Recruitment Advertising

Director of New Business

Los Angeles, CA

1992 – 1993

Led new business development for a division of J. Walter Thompson, one of the world's largest advertising agencies. Established lines of communication with new key clients.

- Closed **over \$6M** in new business in less than one year, achieving the best record across 15 offices.
- Won Disneyland advertising account, increasing agency profile.

BSA Advertising

Vice-President/Los Angeles Branch Manager

Los Angeles, CA

1990 – 1991

Managed office operations for branch office of leading recruitment advertising agency. Handled division's P&L. Engineered agency turnaround with new creative team. Achieved **85% decrease** in employee turnover.

- Saved **\$800K** annually through development and management of West Coast Creative Center, serving all western agency offices.

Austin Knight Advertising

VP/Branch Manager, National Sales Director

New York, NY/Los Angeles, CA

1979-1990

Spearheaded new U.S. division of U.K.'s largest privately held communication firm. Led sales and account management operations. Created agency's first national sales program with seven sales staff. Led US expansion through acquisition of Boston agency and management of new Atlanta office

- Grew business from ground to **\$65M** and **fourth ranking** nationwide.
 - Led LA branch to **\$5M** in first year taking branch from obscurity to prominence.
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EDUCATION

City College of New York; New York, NY

BA (Psychology), cum laude

Presidents' Club, Sadler Sales Institute