

## SALES SUPPORT

Experience

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February 2002 to January 2010 Company Name i¼ City , State

- Directed team-centric initiatives to process and release 56,000+ digitally preflight pdfx1a Run of Press /magazine ads totaling \$50 million in publications via Associated Press AdSend, B-Linked AdTransit, FTP sites and platforms for Macy's, Inc.
- Liaised among production department and Pre-Press teams to ensure color corrections and quality control were maintained, as well as staff at major magazines doing color mark-ups on press runs / approvals for quality control.
- Implemented VIO Adsend Web Application to release digital plate Macy's ads to publications, as well as Soft Proofing for both Creative and Production Departments and AdGate Adsend program for releasing ads to publication.
- Served as a Stakeholder / Team Member of a Soft Proof Committee responsible for implementation of new Approve V.1.3 Digital Color Approval / Correction System on EIZO monitors.
- Led transition team centralizing four 4 / Color Run of Press (ROP) operations divisions into new Macy's, Inc.
- Continually aligned costs with planned budget to decrease production expenses 25% every quarter.
- Increased processing efficiency 50% decreased errors 75% via a new Adsend Roadmap for Adobe Advertising Cloud team.
- Created cost-controlling production schedules to coordinate an increase in Macy's ROP and Magazine Ads.
- Contributing to a \$200+ million sales increase for Macy's East during a 4th Quarter Holiday Season.

Marketing Project Production Manager, Production Manager

January 2010 to February 2018 Company Name i¼ City , State

- Led and supervised forward-thinking teams in conceptualizing, developing dynamic templates, releasing direct mail, inserts, and outdoor ads to pre-press department and external vendors.
- Coordinated final direct mail/SEM ad review meetings with SVP of Marketing Operations to facilitate sales edits, and proofread approved URL/QR Codes/Web ID's.
- Managed ad traffic flow to Pre-Press and Blue Line sign offs for creative team, as well as final delivery of print and digital files to external printers via FTP sites.
- Performed quality control and color correction mark-ups for completeness and accuracy.
- Created InDesign templates for blow-ins/stich-ins, OOH campaigns/Omnichannel platform.
- Led negotiation meetings with Creative, Pre-Press, printers, and vendors.
- Continually ensured scheduled press run timekeeping within budget by 85%, by providing final roadmaps to printers.
- Selected by VP of Marketing & Operations to co-train all newly hired employees because of cross-functional leadership skills.
- Played a vital role in achieving \$250+ million Direct Mail sales for Fall and Spring Seasons, by creating new proof process.
- Receiving Macy's "Marketing Star of the Year Awards" from 2013 - 2018 for exemplary job performance managing inserts.
- Successfully managing production of new annual Macy's Men's Fashion Book direct mail and SEM campaigns.
- Advertising Project, , Color Run of Press/Magazines.

Staging Street Operations Manager

January 1998 to January 2010 Company Name i¼ City , State

Assistant Production Manager

January 1998 to January 2002 Company Name i¼ City , State

Marketing Manager

January 2000 to January 2001 Company Name i¼ City , State

Advertising Manager, Advertising Sales Support

January 1995 to January 1998 Company Name i¼ City , State

Education

Master of Business Administration : Marketing & Project Management SOUTHERN NEW HAMPSHIRE UNIVERSITY

Bachelor of Arts : History & Political Science (Management & Marketing) MANHATTANVILLE COLLEGE

PMP Certificate in Project Management Certificate in Digital Plate Processing Certificate in Pre-Press Preparation & Processing Certificate in Soft Proofing Certificate in 4 / Color Processing & Correction Certificate in Social Media Advertising Certificate in Email Marketing Certificate in (SEO) Search Engine Optimization Certificate in Google Analytics Search Advertising Certificate in Branding & Fan Building Certificate in 3D Printing Workshop Certificate in Digital Photography Workshop

Summary

QUALIFICATIONS FOR PROJECT MANAGER, MEMBER SUPPORT TOOLS AND PROCESS Innovative Leader Committed to Delivering Excellence in Marketing & Advertising and Maximizing Bottom-Line Results. Highly Accomplished Marketing/Advertising Project Manager with Digital/Print Production Leader, and Ad Manager experience who drives Campaign Development, trends tracking, Consulting, Project Management, and initiatives to align with a company's vision. Innovative Thought Leader who develops synergistic campaigns for world-class print products/services, cultivating a strong brand image with superior quality. Influential Strategist who Leads Cross-Functional Teams/Processes, Advising on Creative Assets, Ad Manage on SEM Platforms, develops alliances among senior-level decision-makers, top vendors, media companies, and agencies.

Affiliations

American Marketing Association The Organization of Black Designers Advertising Production Club of New York National Black MBA

Association Association for Project Management Digital Marketing Association Digital Advertising Alliance Macy's Thanksgiving Day Parade

Committee Macy's 4th July Fireworks Committee The Bowery Mission Henry Street Settlement

Highlights

- Vendor Relations Project Management/OOH 4/Color Correction Specialization Team Building / Training / Innovation
- Print Production/ Schedules Creative Team Collaboration Process Optimization Consulting / Negotiation / Maximization
- Strategic Analysis / Planning Graphic Design / Ad Traffic Soft Proofing / Digital Files Proofreading / Editing / Quality Control
- Building Templates Strategic Planning / Implementation Cost Reduction / Avoidance Turnaround / Crisis Management
- Digital Photo Retouching Microsoft Office Suite / Adobe Creative Suite / QuarkXPress ADTransit / ADSend / Pre-Press

#### Skills

Vendor Relations Project Management/OOH 4/Color Correction Specialization Team Building / Training / Innovation Print Production/ Schedules Creative Team Collaboration Process Optimization Consulting / Negotiation / Maximization Strategic Analysis / Planning Graphic Design / Ad Traffic Soft Proofing / Digital Files Proofreading / Editing / Quality Control Building Templates Strategic Planning / Implementation Cost Reduction / Avoidance Turnaround / Crisis Management Digital Photo Retouching Microsoft Office Suite / Adobe Creative Suite / QuarkXPress ADTransit / ADSend / Pre-Press