
JAMES W. MILES

Marketing Strategies ▪ Department Manager ▪ Public Relational/Promotional Techniques

Directed product promo campaigns for Fortune 500 accounts, including Paramount Picture, Warner Brothers, and DreamWorks; oversaw marketing materials, corporate donations, and community events.

Award-winning team leader and director of advertising ... direct 50+ campaigns supporting upwards of **\$30 million** in territorial revenue. Negotiated effective and profitable contracts with partners to cut overhead and increase bonus to the table: an extensive list of advertising/ marketing corporations. Right promotional campaign with the right customer to drive sales. Strategic approach. Conceptualize, plan, and integrate sales and marketing programs for client's products for top product performance. Direct all phases of advertising to marketing timelines and budget compliance. *Personable individual and customer-oriented personnel.*

RESUME to REFERRAL

"The Place for Success, Direction, and Knowledge ... power to the jobseeker!"

© 2010, All Rights Reserved, Teena Rose
Call Teena today at (937) 325-2149, for a high-quality resume and cover letter. Ask about the additional job-search assistance available.

SCOPE OF ADVERTISING/MARKETING SKILLS

Corporate Communications ▪ Incentive Programs ▪ Multi-State Marketing Campaigns
Multifunction/Department Management ▪ Regional Markets ▪ Prominent Client List
Strategic Advertising ▪ Account Marketing/Sales ▪ Vendor Research & Selection
Strong Customer Relations ▪ Print/Newspaper Trends ▪ Marketing Program Execution



PROFESSIONAL EXPERIENCE

DIRECTOR OF ADVERTISING ▪ Florida Advertising LLC, Fort Lauderdale, FL ▪ 2005 – present

- **Manage and direct advertising functions for a "Who's Who" list of Fortune 500 clients** throughout the east coast and southern states, including the District of Columbia, Maryland, Virginia, North and South Carolina, and Georgia; handle *\$30 million in ad sales each year.*
- **Research vendors and issues RFIs/RFQs before selecting and negotiating cost-saving, yet profitable, contracts** for select service providers that provide printing, graphic design, and other support high-end services and promotional agendas for customers. Serve as contract mediator — *typically negotiate an 18% savings.*
- **Direct, coach, and monitor the performance of 27 direct reports**, including 18 within the DC office and 9 within the print/art department. Manage overall department functions, including staff recruitment and retention efforts. *Overhauled staff recruitment and training efforts, which resulted in a 12% reduction in staff turnover.*
- **Conceptualize and develop incentive programs between movie studios and advertisers;** focus heavily on promoting value-added programs with attractive market appeal that caters to the target demographic and audience. *Developed a multi-prong marketing campaign that attracted 6 new clients; resulted in \$1.8M in revenue.*
- **Identify prime media opportunities for clients,** and assist with the development of an overall media campaign that encompasses print, media, and online promotional spots that dramatically increase branding agendas and market reach for the client.
- **Research and analyze media opportunities available across the gauntlet of print media channels and networks.** Review variables important to the success of client marketing campaigns, such as target demographics, audience, and timeframes.

SENIOR ACCOUNT EXECUTIVE ▪ Florida Advertising, NE Division, Parsippany, NJ ▪ 2001 – 2005

- **Directed complete print advertising campaigns throughout Mid-Atlantic and Southern states;** monitored concurrent advertising agendas, checking ad originals for quality and accuracy and ensuring each phase of the client's projects were delivered on-time and within scope.
- **Conducted an initial needs analysis, researched cost-effective vendors coupled with high-end newspapers, and provided cost estimates to clients.**
- **Oversaw product delivery, market trends, and marketing tactics for select US areas,** encompassing product integration and promotion of a core list of products to established accounts.

Marketing Strategies ▪ Department Manager ▪ Public Relational/Promotional Techniques

Directed product promo campaigns for Fortune 500 accounts, including Paramount Picture, Warner Brothers, and DreamWorks; oversaw marketing materials, corporate donations, print advertising, and new markets.

Senior Account Executive, continued ...

- **Maintained a detailed list of weekly community and specialty papers**, identifying the right niche/target audience and selecting the right media channel to provide the client with the best return-on-investment and exposure.
- **Analyze feasibility and cost before providing quotes to clients;** research and analysis the scope of each promotional campaign to ensure clients are provided with accurate project quotes.

REGIONAL MARKETING DIRECTOR ▪ 1998 – 2000**ADVERTISING/MARKETING MANAGER ▪ 1991 – 1998**

JBX Cinema Promotions, Tampa, FL

- **Streamlined and led a two-fold marketing agenda:** promote advertising and promotions for established and newly opened facilities in DC, VA, PA, and upstate NY while marketing shows and products of clients.
- **Generated press coverage and instigated community interest for grand openings of facilities;** solicited and secured corporate donations and other charities to broaden market reach while growing short- and long-term sales.
- **Served as point-of-contact** for Premieres, Benefits, Film Festivals, group sales, charitable donations, and promotional screenings.
- **Programmed “Coming Attraction” trailers for movie theatres in the Washington, D.C., market,** negotiating directly with Exhibitor Relations executives at movie studios.
- **Formed and managed promotional teams in theatres, winning many national and inter-company contests,** including Hunchback of Notre Dame, Nightmare Before Christmas, My Best Friend’s Wedding, and Toy Story.
- **Conducted train-the-trainer programs;** conceptualized, developed, and conducted workshops for Theatre Managers that outlined phases of marketing agendas.
- **Special Project:** selected to handle publicity and marketing for an independent film.

EDUCATION**Bachelor of Arts, International Relations and Economics**

Florida State University

Minor: Computer Science

Experienced with Excel, Word, PowerPoint; Working knowledge of Quark