

Professional Profile – Greg

As a former manager and market trainer of a major store chain, I have been on the front line of retail business operations, and have an excellent grasp of how marketing, advertising, and promotions affect business and traffic flow. Since 1996, I have been driving traffic and sales to businesses through all forms of media, promotions, and sponsorships by looking at everything through the eyes of the consumer. I'm passionate about doing what is best for the customer, therefore, I believe strongly in getting to know the client's business as much as possible before moving forward with any marketing.

Education

Kansas State University, Manhattan, KS Spring 1992

Work History

- Account Supervisor
Bernstein-Rein Advertising, Kansas City, MO 2008 – 2009
- Regional Marketing Manager
Kahala Corp, Scottsdale, AZ 2007 – 2008
- Regional Account Supervisor
Ten United Advertising, Columbus, OH 2004 – 2007
- Senior Account Executive
Jordan Associates Advertising, Oklahoma City, OK 2000 – 2003
- Account Executive
The Kansas City Star, Kansas City, MO 1996 – 2000

Professional Experience

Marketing Consulting

- Management and direction of over fifty franchise marketing co-ops
- One-on-one consulting with business owners, franchisees, and managers

Marketing Management

- Media planning
- Budgeting/Budget management for individual businesses and marketing co-ops
- Sales tracking
- Analyze marketing campaign and promotion results
- Evaluate sales trends

Newspaper and Print (Magazine)

- Media budgeting, buying, scheduling, & coordinating
- Concept and creative direction

Billboard Advertising

- Media buying, scheduling, and negotiating
- Concept and creative management

Television and Radio Advertising

- Media planning and scheduling
- Negotiation and development of added value promotions

Lifestyle

As a certified scuba diving instructor, I try to spend as much time as possible teaching others to scuba dive. I also enjoy sea kayaking, playing guitar, reading, and listening to various forms of music (good music), all of which are squeezed in with spending time with my wife and daughter.