

EXPERIENCE

October 2010 - Current

Multimedia Account Executive • Tennessean Media Group (Gannett) • Nashville, TN

- Develop in-depth planned creative solutions for local large retail businesses
- Recommend cost-effective solutions to potential clients that help them meet their business objectives
- Maintain relationships and develop new ideas for current and prospective clients

July 2004 - October 2010

Multimedia Account Executive • Richmond Times Dispatch (Media General) • Richmond, VA

- Successfully planned and strategize with local business decision makers on their marketing efforts including media buying, public relations and business growth
- Researched, planned, developed and presented individualized multimedia solutions for local and national companies
- Educated and trained traditional media clients about online advertising and mobile marketing
- Utilized creative methods to bring in non-traditional advertisers and grow their business
- Expanded in-house communications by coordinating between internal departments to create a more efficient workflow

Photojournalist/Photo Editor • Highlands Today (Media General) • Sebring, FL

- Managed photo department including employee, budgets, equipment, training and multimedia
- Launched and maintain online photo galleries and specialty galleries
- Covered local, regional and national news for print, online and broadcast
- Wrote SOP for photo department as well as training manual for local news editing program.
- Acted as liaison between multiple company platforms including newspaper, television and internet.
- Assisted with marketing events and campaigns

April 2002 –July 2004

Marketing Communications Specialist • Dershimer Insurance • Winter Haven, FL

- Created marketing plans, built teams to implement plans and supervised the effectiveness of the plans
- Worked with local media to disseminate information about the company's community outreach programs.
- Researched marketing and advertising programs to help execute future expansion strategies

January 1999-May 2004

Photojournalist •News Chief • Winter Haven, FL

- Photograph spot news, features, sports and general news

COMPUTER SKILLS

PC • Mac • Photoshop • MS Office • Web/XHTML • Video • Merlin • FTP • Salesforce.com • Online Searching

OTHER SKILLS

Speak Spanish • Learning Italian • Writing for Public Relations • Advertising Design • Multimedia Campaigning

EDUCATION

- University of South Florida • B.A. Mass Communications (2004)
- Polk Community College • A.A. Liberal Arts (2002)
- St. Pete Junior College in Costa Rica • Completed Spanish language emersion program (summer 2001)

HONORS/AWARDS

- Twice ranked #2 in Yahoo.com BT sales for the 700+ Yahoo newspaper consortium • 2009-10
- Leadership Highlands graduate •2008
- Employee of the Month for Diversity in Journalism • 2007

- Valued Inspired Performer recognition for Collaboration (2x), Innovation and Integrity • 2006
- Florida Society of Newspaper Editors award recipient • 2004, 2005 and 2007
- Honorable Mention for Monthly MegaAwards company contest • Nine times, 2005
- Gary Bernstein photojournalism scholar • USF • 2004
- Local Silver Addy award • USF • 2004
- Phi Theta Kappa Honor Society scholarship recipient • USF • 2002-2004

MEMBERSHIPS/VOLUNTEERISM

- National Press Photographers Association • 2002 – 2009
- Volunteer for events that the newspaper participates in • 2004 – Present
- Rotary International, Avon Park Breakfast Club • 2005 – 2009
- Heartland Young Professionals • 2005 – 2009
- Kappa Tau Alpha Honor Society • Inducted 2004
- Society of Professional Journalists • 2002-2003

REFERENCES

Joe Schwartz

Former Manager, Retail & Recruitment
Current Vice-President, Better Business Bureau
804.873.8878
joeschwartz@mail.com

Scott Christino

Retail, National and Digital Sales Manager
Richmond Media Group
804.649.6437
schristino@timesdispatch.com

Karen Dillon

Prepress Design Services Manager
Richmond Media Group
804.649.6242
kdillon@timesdispatch.com

Tina Gottus

Publisher, Highlands Today
863.386.5811
tgottus@highlandstoday.com

Morgan Miller

Advertising Director, Highlands Today
863.386.5800
cmiller@highlandstoday.com

Heather Antil

Manager/Operator
Hanover Habitat for Humanity ReStore
804.512.3331