

EXPERIENCE

October 2008- Present

Account Executive • Richmond Times Dispatch • Richmond, VA

- Develop individualized multimedia solutions for prospects and current clients
- Cold call and develop a new client database
- Create speculative advertisements that capture new clients
- Maintain and grow relationships with current clients
- Generate interest with current clients for online advertising and mobile marketing
- Utilize creative methods to bring in non-traditional advertisers

July 2004-September 2008

Photojournalist/Photo Editor • Highlands Today (daily newspaper 25,000 circ) • Sebring, FL

- Managed photo department including employees, budgets, equipment and multimedia
- Launched and maintain online photo galleries and specialty galleries
- Covered local, regional and national news for print, online and broadcast
- Assisted with marketing events and campaigns
- Joined forces with management team and reporters to make sure photos enhance stories
- Brought diversity through story ideas and/or photos dealing with minorities

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
- Built ads to promote various intangible insurance products
- Spent countless hours researching marketing and advertising programs for future advertising strategies

January 1999-May 2004

Photojournalist •News Chief • Winter Haven, FL

- Photograph spot news, features, sports and general news

COMPUTER SKILLS

PC • Mac • Photoshop CS2 • MS Office Suite • Web/XHTML • Video • Mactive • Merlin • FTP • Online Searching

OTHER SKILLS

Speak Spanish • Learning basic Italian • Writing for Public Relations • Advertising Design

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

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

REFERENCES

Current Employer

Joe Schwartz

Manager, Retail & Recruitment
804.649.6133
jschwartz@timesdispatch.com

Karen Dillon

Manager, Prepress Design
804.649.6242
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Previous Employer

Tina Gottus

Publisher, Highlands Today
863.386.5811
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Richard Hensley

Editor, Highlands Today
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Morgan Miller

Advertising Director, Highlands Today
863.386.5800
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Other

Cathy Albritton

Director of Marketing and Public Relations
Florida Hospital Heartland Division
863.873.3414
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Susan Benton

Sheriff/Former PIO
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