

To: Hiring Manager

**•Marketing Strategies•Digital Marketing•Media Planning
•Integrated Marketing•PR•Event Planning•**

There are a lot of great resumes out there, but this is one that is worth stopping for. I am a creative, passionate, and reliable marketing professional, with over 8 years of successful marketing experience. It is my belief that out of the box thinking is the catalyst to producing tangible results for your company's marketing initiatives. Through personal interest, advanced education, and professional experience I have built the necessary talents and abilities to create and manage multiple aspects of your organization's; Strategic Marketing initiatives. My personal and professional experiences show a track record of success and forward thinking. I have a strong personal passion for marketing, and enjoy the strategic, results oriented approach that it requires.

I am currently seeking a new opportunity to utilize my talents to generate fresh ideas and positive results. I pride myself on being responsive to both my manager's and employees' needs, as well as delivering results above expectations. I have a keen ability to adapt to new situations, and I work successfully; on my own, within a team, or as a leader. I am currently available to travel and/or move for the right opportunity.

As with any resume, it is difficult to make an accurate assessment of a candidate's abilities simply from paper. Given the opportunity to meet in person, you will find that there is much more to my personal and professional life than paper can show you. I look forward to the opportunity to meet with you and discuss how I can bring value to your organization. Of course, if you would like me to answer any questions beforehand, I am always available through the contacts given above. Thank you very much for your time and I look forward to hearing from you soon.

Sincerely,

Mike A. Phillippi

Mike A. Phillippi

www.mikeaphillippi.com

Attached: Resume

Professional Profile

I am a highly creative, engaging, and adept, marketing strategist who is seeking an opportunity within a company that will allow me to utilize my talents and abilities to generate fresh ideas and positive results. I pride myself on being responsive to both my managers and employees needs, as well as delivering results above expectations. I have a keen ability to adapt to new situations, and I work successfully on my own, in a team, or as a leader. I also perform extremely well under pressure and welcome increased responsibility. I look forward to speaking with you about how I can add value to your team!

Skills Summary

- **Communications / Advertising:** Effective execution of media assets, including; broadcast, billboard, digital, event planning, social media, blogs, website design, mobile advertising, and viral campaign management.
- **Marketing Strategies:** Talent for and experience with building successful comprehensive marketing strategies, targeting new and existing markets, using creativity, brand strategy, customer engagement, and trackable ROIs.
- **Event Planning / Integrated Marketing:** Detailed experience with large scale event planning, including; projections, financials, media planning, branding, 48 hour prep, “day of” execution, and post event recap and deliverables.
- **Sales:** 10 years of successful retail, B2B, on-line, and direct sales experience.
- **Management:** Successful record of management and production in highly competitive markets.

Education

MBA - Marketing, 2011
LINDENWOOD UNIVERSITY – Saint Charles, Mo.

Bachelor of Arts - Psychology / Business, 2004
UNIVERSITY OF MISSOURI – Columbia, Mo.

Professional Experience

Director of Marketing

February 2012-Present

CBS Radio- St. Louis, KMOX 1120, Y98, Fresh 102.5 (Broadcast /Radio)

- Designed internal and client paid strategic communications, branding and promotional campaigns driving traffic through multiple platforms including; web, text, e-mail, broadcast, social media, print, and billboards.
- Responsible for maximizing marketing assets aimed at driving core demo traffic to both web and on-air targets.
- Coordinated integral components of multi-million dollar partner relationship with premier national sports franchises such as the St. Louis Cardinals and the St. Louis Blues.
- Responsible for station marketing budget and developing in-trade relationships aimed at growing CBS brand footprint.
- Planned, coordinated and evaluated all aspects of multiple small and large scale promotional events aimed at establishing strong revenue and brand opportunities for both station and clients.
- Managed weekly, monthly and yearly SEC and FCC audit reports and required legal documentation associated with on and off air promotions.

Consultant

February 2012-Present

Director of Strategic Marketing / Social Media Manager

May 2010-February 2012

PULSE Media Strategies (Digital Marketing and Advertising Firm)

- Designed and implemented targeted digital campaigns aimed at informing, engaging, and motivating our client’s customer bases.
- Built customized integrated marketing strategies (On-Premise, Trade Show, QR Codes, Street Teams, Flyers, Direct Mailers, etc.) partnered with digital media to build brand awareness and increased ROIs.
- Harnessed the power of Social Media to generate new B2B and B2C sales leads as well as increased lifetime customer value.
- Built interactive and engaging communications content to build brand loyalty and customer spend from existing and emerging target markets.

Director of Marketing & Sales

April 2007-May 2010

The Bow Place, Inc. (International Specialty Hair Accessories Manufacturer and Retailer.)

- Developed and managed new product line focused towards collegiate and professional sports retail stores; generating first year sales of \$150,000 and growing at 20% annually.
- Designed and implemented a strategic marketing campaign which identified and successfully reached new markets with large six figure revenue opportunities.
- Established on-line market by utilizing internet marketing techniques to optimize and develop company website as well as Facebook, Flickr, Tumblr, and Twitter pages.
- Created new patent pending product line, with annual sales potential of \$50,000+.

Store Manager

December 2006-2008

GNC (Largest International Retailer of Nutritional Products)

- Facilitated an 8.3% growth in sales in the first year and a 16.6% growth in the second year, raising my store from the middle 60% to the top 15% of all stores annually.
- Executed corporate promotions and marketing campaigns, and ensured proper training and staffing.
- Maintained optimal inventory levels and merchandise ordering schedules to maximize sales potential.
- Regulated and coordinated in-store audits, inventory and theft prevention programs.

Financial Representative / Recruiter

November 2004- March 2006

Northwestern Mutual Insurance Company (Fortune 500 Insurance & Investment Company)

- Expanded client base using direct and network marketing techniques.
- Arranged one-on-one meetings with clients to assess and solve insurance needs.
- Held new financial representatives accountable for monthly and yearly recruiting goals.
- Managed recruiting process for full-time financial representatives and internship program

Promotions and Marketing Internship

May 2001- May 2003

Premier Broadcasting Group (Large Privately Held 8 Channel Radio Group)

- Marketing, promotions and broadcasting internship.
- Assisted in planning and implementing client advertising, marketing, and promotional strategies.
- Coordinated set-up and managed live broadcast, events, and promotions.
- Performed as on-air personality during morning radio show.

Activities

- **President**, Mizzou Cheer & Mascot Alumni Association 2007-2012
- **Mascot**, University of Missouri Athletic Department 2001-2004
- **Lab Instructor**, Educational Leadership 100 2001-2002
- **Senator**, Missouri Student Association 2001-2003
- **Mentor/ Big Brother**, Big Brothers / Big Sisters 1999-2005
- **Volunteer**, Missouri Humane Society 2006-2008

Honors & Awards

- NCA Collegiate Mascot National Champion 2004
- Captain of University of Missouri Mascot Squad 2002-2004
- American Legion Outstanding Service Award 2000
- Lions Club Service Award and Scholarship 1999
- Eagle Scout 1999