



## **Professional Experience**

### **Marketing Consultant**

- Paid Consultant for Hundreds of Businesses (all types)
- Practice “Proven” Advertising & Marketing Theories
- Managed Brainstorming Sessions for Business Teams
- Created Strategic Marketing Plans & Budgets

### **Direct Marketing**

- Certified (Professional Direct Marketer)
- Managed Thousands of Direct Mail Campaigns
- Copy Writing & Creative Direction
- Planning, Print Buying & Coordinating
- Tested, Tracked & Analyzed Results

### **Radio Advertising**

- Wrote and Produced Hundreds of Radio Ads
- Media Buying, Scheduling & Coordinating
- Tested, Tracked & Analyzed Results

### **Website Design & Management**

- Research & Development for Websites
- Website Project Coordinator (Copy & Creative)
- Test, Track & Analyze Results/Traffic

### **Newspaper & Print (Magazine)**

- Media Budgeting, Buying, Scheduling & Coordinating
- Created & Directed Hundreds of Ads
- Tested, Tracked & Analyzed Results

### **Billboard Advertising**

- Media Buying, Scheduling & Coordinating
- Concept & Creative Experience

### **Organizations**

- KCDMA (Kansas City Direct Marketing Association)
- Delta Chi Alumni
- Clients for Life – Business Network

### **Lifestyle**

In my spare time, I enjoy spending time with my incredibly patient wife and our two children. I also like working on home projects, playing soccer, and watching the Chiefs.