

520 Warrington Drive
New Orleans, LA 70122

Home: (504) 288-9722
Work: (504) 592-1592
[Mon-Thr 5-9p]

SPECIAL SKILLS

*Radio/On-Air Production	*Marketing Research	*Sales/Sales Management
*News Writing/Reporting	*Commercial Writing	*Communication Skills
*Public Affairs/Relations	*Proposal Writing	*Organizational Skills

EMPLOYMENT

- (1990) ADVERTISING SALES. Jefferson Parish Gazette. Metairie, LA.
to Outside sales for monthly publication with 50,000 distribution.
(1991) Develop direct and agency accounts. Set appointments. Write and present proposals. Demographic research. Ad layouts. Promotional projects.
- (1990) HOTEL SALES. Ramada Inn Airport. Kenner, LA.
Re-establish business with previous clients, research for new leads. Heavy cold calling for new business. Banquet, Corporate and Group Sales responsibility. Extensive proposal writing and Administrative Office correspondence. Co-ordination with all departments to ascertain and/or organize parameters of specific contracts. Supervise all contracted activities from start to finish and perform necessary follow up.
- (1988) ADMISSION SALES. Delta College/Moler Beauty College. New Orleans, LA.
to Extensive telemarketing with old, new and self-motivated leads. Set
(1990) appointments, interview and assess skills of potential students then match with program to maximize their employment possibilities. Sell student on the advantages of school and supervise progress for first 90 days.
- (1987) ADMISSION DIRECTOR. Connecticut Business Institute. Stratford, CT.
to Hire, train and supervise activities of 2-3 reps responsible for
(1988) increasing student enrollment. Develop marketing plans for TV, radio and print. Liason for State and Federal vocational agencies to channel their clients into our school. Report and Co-ordinate necessary activities with Administration, Financial Aid and Educational Departments.
- (1985) SCHOOL DIRECTOR. Westbank Business College. Marrero, LA.
to CEO of 200+ student body proprietary school. Supervise activities of
(1986) 15 staff members. Monitor preparation of school-wide accretitation review. Schedule day and night classes. Counsel students. Communicate with home office to co-ordinate and initiate procedures for all departments.
- (1984) SALES MANAGER. Better Business Bureau. Shreveport, LA.
to Hire, train and supervise activities of 5 reps and 2 satellite offices
(1985) responsible for increasing membership. Allocate territories. Develop sales and marketing strategies. Create Co-op programs for business sectors. Represent BBB as speaker at area functions. Public relations duties.
- (1980) ASSISTANT SALES MANAGER. Traffic Center Network. New Orleans, LA.
to Develop new clients by cold calling and researching competing media
(1984) sources. Proposal writing and presentation to direct and agency accounts. Prepare demographic surveys. Commercial writing. Develop co-op sales between manufacturer and retailers. Co-ordinate special events with 7 stations.

EDUCATION

- ** B.A. COMMUNICATIONS ** Graduated May 1979.
Loyola University. New Orleans, LA.
- ** Brother Martin High School. New Orleans, LA.
Graduated May 1974.