

Sold ad space and managed midwest territory for **AMERICAN FUNERAL DIRECTOR** and **AMERICAN CEMETERY**, the company's flagship magazines. Also managed **THE BLUE BOOK**, the firm's annual Buyers' Guide for the industries it served. Outside sales, attended trade shows. Successfully maintained high levels of revenue as the major funeral-oriented companies were based in the midwestern states.

1990-1992 **CONTINENTAL PUBLISHING SERVICES**, San Francisco/New York
New York/New Jersey/Pennsylvania Account Manager

Managed New Jersey operations for this contract publisher while selling space for regional travel booklets distributed by the Hertz Rent-A-Car Company. These quarterly publications were designed exclusively for Hertz customers, most of whom were business travelers. Sold lodging, retail, business services, and government-oriented advertising.

1984-1990 **CHICAGO SUN-TIMES**, Chicago/New York
National Travel Accounts Manager, East Coast

Sold display advertising for this major daily newspaper's Sunday Travel Section. Outside sales within the eastern US, with heavy attendance at travel trade shows. Prepared cost-analyses and customized proposals using standardized research (Simmons, Scarborough). Among clients were Walt Disney World, Carnival Cruises, Alamo Rent-A-Car, Continental Airlines, Northwest Airlines, Hilton Hotels. Worked closely with ad agencies. Account list totalled over \$900,000 in annual revenue.(1990)

1981-1984 **CRESMER, WOODWARD, O'MARA & ORMSBEE**, New York
Recruitment Advertising Specialist

Sold national display recruitment advertising to the clients of this national representative firm, most of which were in competitive situations. Outside sales to recruitment advertising agencies and their accounts' Personnel Departments. CWO&O's client newspapers were primarily major dailies/Sundays in top US markets.

1978-1981 **New York Post**, New York
Classified Advertising Salesperson

Responsible for automotive and business advertising in the five boroughs of New York City.

EDUCATION: Syracuse University - Newhouse School of Public Communications, B.S., 19XX
EDUCATION: Syracuse University - Newhouse School of Public Communications B.S., Mass
Communications, 19XX

