



MARKETING AND ADVERTISING ACCOUNT SERVICE LEADER

Career Summary

Passionate advertising and marketing leader with proven track record and over 16 years experience in branding, management and delivering measurable and profitable results. Demonstrated accomplishments in growing market share, and leading and training productive account teams. Developed communication and marketing strategies that exceeded client and agency objectives, which included research recommendations, metrics and supporting strategies / tactics as well as creating realistic timetables and budgets to optimize success. Built a consistent track record of improving profitability by fostering new business, developing long standing trusted client relationships. Adept at critical thinking and managing high-pressure situations with calm and focus.

Critical Skill Set

- Employment Branding
- Brand Management
- Competitive Analysis
- Project Management
- Creative Brief Development
- Social Media Integration
- Relationship Management
- Process Improvement
- Strategic Business Planning
- SEM/SEO Planning
- Leadership Development
- Event Marketing & Execution

Professional Employment History

DIRECTOR OF CLIENT SERVICES · April 2009 – Present Creative Link

Responsible for managing account teams and fostering and developing client relationships by providing strategic insight for marketing and advertising plans that include online search and social media tactics.

Lead presenter for branding sessions and senior contact for clients that include Valero Energy, Spectrum Athletic Clubs, San Antonio Spurs, Valero Texas Open, Las Palapas Restaurants and Centex Homes.

Major Contributions:

Developed the presentation pitch, strategy and marketing plan for Las Palapas Restaurants that won Creative Link the advertising and marketing business. Lead account teams and help develop online integrated marketing plans that include targeted email campaigns, social media campaigns, dynamic display and SEO/SEM strategy and tactical execution.

DIRECTOR OF CLIENT SERVICES · June 2008 - March 2009 The Lavidge Company

Managed and oversaw a 9 person account service team and client roster that included McDonald's Phoenix Co-op, The Phoenix Suns, The Arizona Diamondbacks, Massage Envy, Bonneville Communications, Phoenix International Raceway, Cachet Homes, Meritage Adult Living, Bashas' Grocery and The Phoenix Zoo.

Major Contributions:

Managed growth of accounts and was responsible for developing trusted client relationships based on strategy, integrity and solid business principles. Lead teams on client and new business presentations and worked closely with the COO in developing agency best practices in the workplace. Developed integrated online and traditional marketing plans that generated significant increase in traffic flow for Massage Envy, Cachet Homes and Bonneville Communications.

GROUP ACCOUNT DIRECTOR · 2007 – 2008 O2 ideas, Inc.

Team leader for 48 staff members working with clients that included: Toys“R”Us, Taylor Morrison, Mars Petcare, Verizon Wireless and Honda Manufacturing of Alabama. Led employment brand workshops and directed all employment brand accounts. Initiated, wrote and developed new business proposals and structured account and creative teams with new clients. Responsible for the growth, development and career pathing of account service and creative team members. Evaluated and administered account profitability and ensured that proper resources were allocated to each account in order to maximize client results, satisfaction and over all agency growth.

SENIOR ACCOUNT DIRECTOR · 2002 – 2007 O2 ideas, Inc.

Oversaw major accounts for \$86 million full-service advertising and PR agency. Provided management for The Home Depot Employment Marketing Group, Intuit and Taylor Morrison. Directed Parisian and Saks retail accounts. Performed new business research and development. Created strategies for employment brand best practices. Managed 3 to 8 persons per project. Communicated extensively with clients and creative teams, monitored project activities, media planning and prepare project budget projections.

Major Contributions:

Developed company’s business plan for securing new clients with employment branding needs.

Managed successful creation of The Home Depot’s employment brand, and prepared client’s partnership materials for AARP, DoD and Hispanic partnerships.

Project lead for orientation videos, recruitment brochures, ROP advertising, and other collateral for use in USA, Canada, Mexico, and Puerto Rico.

Achieved 25% average annual increase in Home Depot’s creative and account service fees.

Led development and execution of recruitment campaign, including ROP, advertising, brochures, POP, and online collateral for Intuit.

Grew sales specialist candidates by 15% in 3 months with targeted campaign.

Formulated \$1.5 million recruitment campaign for Verizon Wireless call center.

Created strategies and media plans for TV, radio, outdoor, and POP for Saks and Parisian.

Carried out extensive research into HR, recruiting, and employment functions.

REGIONAL MARKETING SUPERVISOR · 2001 McDonald’s Corporation

Managed promotions and advertising for four owner-operator co-ops in Ohio and Kentucky. Partnered with two advertising agencies to create and execute marketing plans, broadcast and print advertising, and media plans. Improved customer awareness of offers and programs.

Major Contributions:

Formulated in-store POP merchandising program to streamline signage in restaurants and in drive-thru's, resulting in 4% increase in same-store sales over a 3-month period.

ACCOUNT SUPERVISOR · 1999 – 2001 Bradshaw Advertising

Managed automotive business for \$26 million advertising agency. Clients included several of largest auto dealerships in western US, as well as major clients in retail, restaurant, electronics, and other industries. Built successful relationships with clients to win business. Prepared custom strategies for developing profitable accounts. Prepared media plans and marketing objectives. Designed and presented creative briefs. Oversaw radio, TV, print and interactive advertising.

Major Contributions:

Increased sales at Carr Chevy World 28% in first year.

Grew sales at Carr Subaru 17% in first year, and 23% in second year.

Produced more customer traffic for Herzog-Meier Volkswagen than any previous campaign.

Introduced new policies and processes to streamline procedures and improve contact reporting, creative brief preparation, change orders, and production procedures.

Education

Bachelor of Arts, Communications

Simon Fraser University, Burnaby, British Columbia

Marketing & Sales Diploma, Advertising emphasis

Vancouver Community College, Vancouver, British Columbia

Contact Information

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Additional Information

Affiliations: Society of Human Resource Management (SHRM)

Citizenship: Dual Citizenship, US and Canada