

Resume of David Coleman



Objective



Qualifications



Achievements



Experience



Personal

Objective

I am a fifteen year marketing and promotion veteran in the entertainment industry seeking a challenging position utilizing my skills in management, advertising, promotions, marketing, sales and public relations. I am interested in employment opportunities in the industries of multi-media, interactive television, video, film, cable, broadcast, software, virtual reality, entertainment and other forms of media.



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Qualifications

Directing/Supervising
Communicating

Promotion

Media Utilization
Motivating

Marketing

Public Relations
Management

Sales

Demographic Research

Inventory Control

Problem Solving

Computer Utilization
Development

Pricing/Purchasing

Image



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Achievements



Market Development and Sales



Advertising and Promotions



Administrative and Management



Customer Relations



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Experience

Regional Marketing & Promotion Manager
1992

EMI Records Group, Atlanta, GA



Southeast Regional Promotion Manager
1989 - 1992

MCA Records, Atlanta, GA



Midwest Regional Promotion Manager
1987 - 1989

Arista Records, Kansas City, MO



Local Promotion Manager
1986 - 1987

Arista Records, Charlotte, NC



Buyer
1978 - 1986

Turtle's Records, Atlanta, GA





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Personal



David Coleman
4180 Triple Creek Court
Atlanta, GA 30319

(404) 936 - 9131	voice
(404) 986 - 8290	BBS
76114,8607	Compuserve ID
David C179	America Online ID

I am married with two children and in excellent health.
References are available upon request.



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Market Development and Sales

Conducted, analyzed and presented market and demographic research for company and clients. Effectively met all marketing and promotion goals. Awarded numerous gold and platinum records in recognition of success.

Introduced computer utilization into the workplace. Implemented desktop publishing, electronic mail communications and bulletin board operations. Gained edge on the competition.

Executed creative sales methods and achieved success in the sphere of difficult "*intangible sales*".



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Advertising and Promotions

Demonstrated communicative skills as a local promotion manager in the Carolinas. Presentations resulted in 95% success ratio in achieving company objectives. Named Arista Records "*Rookie of the Year*".

Established, planned and organized numerous promotional events in the Southeast for MCA Records. Coordinated all artist, video, retail and radio station promotions. Strengthened the territory and heightened exposure of company artists.

Implemented media utilization and image development within the marketplace. Developed many new artists and solidified established artists in the public eye.



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Administrative and Management

Supervised and directed the purchasing and distribution of product in over sixty retail record stores. Sales increased 300% in less than three months. Named Turtles's Records "*Employee of the Year*".

Managed and coordinated promotion and marketing activities for eleven Midwest states for Arista Records. Administered large territory with creative approach. Effectively supervised all radio station promotions in eighteen Top 50 markets and many secondary markets.

Harmonized interdepartmental relations and team projects. Rectified problems and conflicts.



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Customer Relations

Presided as company to company liaison. Effectively represented company in all public and private arenas.



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**Music
BBS**



(404) 986-8290

**I operate a multiple phone line BBS system that can be accessed by modem at
(404) 986 - 8290**

Wife



Catherine

Kids



Brantley & Carolina

