

Advertising Manager

JOHN T. MAXWELL

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OBJECTIVE

To provide a large manufacturing, wholesaling, or retailing corporation with creative, imaginative, sales-building advertising programs.

ALL-POINTS ADVERTISING AND PROMOTION EXPERIENCE

Advertising Manager - *Greenville Insurance Company*, Greenville, Ohio, 1990-present

This \$40,000,000 company sponsors an automobile club in the states of Ohio, Indiana, Illinois, and Michigan, providing accident insurance and free towing service. It has recently entered the life insurance field under the subsidiary *Scioto Life Insurance*. My duties consist of:

- ☎ planning all advertising and promotion campaigns in consultation with president and sales manager
- ☎ conducting all newspaper, billboard, and direct mail advertising on a budget of \$550,000
- ☎ managing a staff of ten, including one artist and one copywriter
- ☎ guiding the new Hoosier-Wabash subsidiary in its first year of development, designing promotional programs with stock options for brokers and agents
- ☎ utilizing Macintosh II for graphics in a variety of art work genres

Since coming to this firm in 1990 sales have increased 200 percent. Tests show that my promotions draw sales of 5 to 8 percent. Desire to change because I am ready for wider, higher-echelon responsibility.

Advertising Manager – *Bremerton Department Stores*, New York City; Garden City, Long Island; Paramus, New Jersey, 1984-1990

This discount department store chain grosses \$75,000,000 a year. As advertising manager I made daily, Sunday, holiday, and special event layouts for newspaper ads and supervised preparation of copy and production; I supervised the production of radio and TV announcements. I prepared all stuffers for continuous campaign mailings to charge customers. Left to gain higher responsibility in Greenville Insurance.

Copywriter – *Perkins, Dietz, and Holladay Agency*, New York City, 1981-

1984

This agency had billings of \$2,000,000 in the grocery food market. I wrote all copy for *Baby's Own* Infant foods, the agency's largest account. Left for position of greater managerial responsibility at Bremerton.