

JEANNE B. MADDOX
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COMMUNICATIONS PROFESSIONAL
MARKETING/ADVERTISING/PUBLIC RELATIONS/EVENT PLANNING

Energetic, results-driven professional with 20+ years of progressive experience in all aspects of successful marketing, advertising, public relations, event planning, and management. Excel in managing multiple projects concurrently with strong detail, problem solving, and follow-through capabilities. Demonstrated ability to manage and motivate cohesive teams that achieve results. Source vendors, negotiate contracts and manage budgets. Possess superb written communications, interpersonal and organizational skills. Ability to provide creative, innovative, enthusiastic and forward-thinking leadership focused on achieving continuous, operational efficiency and improvement.

- Creative Marketing Planning and Execution
 - Marketing Research & Competitive Analysis
 - Budget Management & Cost Controls
 - Team Leadership & Supervision
 - High Profile Event Planning & Management
 - Advertising & Promotional Writing
 - Public Relations & Agency Management
 - Media Planning & Placement
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SUMMARY OF QUALIFICATIONS

- Successful in developing and executing strategic marketing plans, setting and administrating budgets, and managing projects from inception to successful completion.
- Highly experienced in the field of advertising, public relations, direct marketing, Internet marketing and advertising, website design and usability, search engine optimization, social media and content creation.
- Ability to work with a diverse field of professionals, including senior management, vendors, sales teams, and non-profit organizations.
- Well-organized with a track record that demonstrates self-motivation, creativity, and initiative to achieve both business and personal goals.
- Able to apply innovative marketing and advertising strategies to improve client lead generation, customer acquisition, and retention.
- Ability to provide creative, innovative, enthusiastic leadership.
- Extensive knowledge and experience in Adobe Creative Suite 5.5 (Photoshop, Illustrator, InDesign, Fireworks, Dreaweaver), Microsoft Word, PowerPoint, Excel, as well as online CRM and project management applications.
- Extensive experience in event planning, coordination and management.
- Excellent communication and interpersonal skills.

PROFESSIONAL EXPERIENCE

Co-Owner and Director, Client Services

Maddox Marketing Group, Inc – Akron, OH

April 1991 – Present

Full-service marketing and online media agency focused on delivering measurable results efficiently and effectively for business-to-business and business-to-consumer clients.

- Performed competitive market analysis for clients to identify market gaps and opportunities for the purpose of establishing strategic marketing/public relation plans, budgets and creative platforms in support of overall branding efforts.
- Experienced working simultaneously with multiple clients with annual budgets that range between \$50,000 to \$400,000 in a variety of categories, including early stage, manufacturing and distribution, entertainment and technology, financial and professional services, and health and human services.
- Handled day-to-day agency business management including strategy and planning functions, sales and client relations, hiring, training and managing staff, and office/studio operations.

Marketing Specialist

Carlson Marketing Group/E.F. MacDonald Motivation - Dayton, OH

April 1983 – May 1985

Marketing organization focused on providing integrated performance improvement and fulfillment programs, travel, and marketing research services.

- Planned, executed, and monitored performance improvement campaigns with the goal of motivating client employees, building consumer loyalty, and driving sales for Fortune 500 companies including Shell Oil Company, Trane, and Sandoz Pharmaceuticals.
- Collaborated with account executives, and team directors to insure administrative and creative alignment through all program communications.
- Participated as a member of new business pitch team.

Promotion/Public Service Director

Great Trails Broadcasting Corporation/WING-AM - Dayton, OH

January 1982 – April 1983

First, and oldest, full-time commercial radio station in Dayton, Ohio.

- Worked with station programming and sales departments to develop, and implement advertiser events, and on-air contests in order to increase visibility, advertising effectiveness, and overall market share.
- Coordinated with outside non-profit agencies to partner and promote their community events and fundraising efforts.

EDUCATION

Master of Science in Internet Marketing, July 2011

Full Sail University, Winter Park, FL

- Class Salutatorian, GPA 3.96
- Selected as the recipient of the *Advance Achiever Award* by classmates and course directors.

Bachelor of Science in Journalism, Major in Public Relations, November 1981Ohio University, Athens, OH

ABBREVIATED LIST OF COMMUNITY/FUNDRAISING ACTIVITIES

- Founding Member of GenerousCity, a 501(c)(3) charitable organization, dedicated to raising funds to aid the families of terminally and chronically ill children in northeast Ohio, through an annual Aladdin Ball.
 - Member Akron Area YMCA 75th Anniversary & Triathlon Committees
 - Member, Marketing and Public Relations Chair, Summit County Truancy Task Force
 - Chairman, Inventors Hall of Fame Induction Ceremony & Dinner
 - Co-Chairman, Public & Media Relations Committee, First Night Akron
 - Mayor's Committee, Opening Day Ceremonies, Canal Park, Akron, Ohio
 - Board Member, Marketing Committee, Akron Symphony Orchestra
 - Board Member, Marketing and 25th Anniversary Committees, Victim Assistance Program
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References and portfolio furnished upon request