

Summary of Qualifications

Accomplished, business leader and marketing communications professional with progressive experience in all aspects of B2B and B2C sales, marketing and media. Excel in managing multiple projects concurrently with focus on detail, problem solving and follow-through. Demonstrated ability to manage and motivate cohesive teams that achieve results. Source vendors, negotiate contracts and manage budgets. Possess superb written communication, interpersonal and organizational skills. Ability to provide creative, innovative, enthusiastic and forward-thinking leadership focused on delivering bottom line results and performance improvement. Experience and skill-set includes:

- Account Planning & Strategy Development
 - Marketing Research & Competitive Analysis
 - Sales & Relationship Development
 - Team Leadership & Supervision
 - Product & Brand Management
 - Concept Development & Creative Execution
 - Advertising & Editorial Copywriting
 - Public & Media Relations
 - Internet & Social Media Marketing
 - High Profile Event Planning & Management
-

Professional Experience

Maddox Marketing Group, Inc – Akron, OH - 04/91 – Present
Founder and Managing Director

A full-service marketing communications agency providing strategic and creative development, production and execution services to deliver traditional and digital marketing strategies and campaigns.

- Directed all aspects of day-to-day agency business management including strategy and planning functions, finance, hiring, training, supervision, project management, and office/studio operations.
- Established, executed and directed ongoing agency sales and new business development plan, led agency pitch team and served as the lead client contact for relationship accounts.
- Worked with individuals and teams at all levels of client organizations to provide thought leadership, facilitate collaboration and drive consensus in the analysis, design, development, production and implementation of integrated marketing/advertising/media/PR tactical plans and creative solutions.
- Developed, produced and managed client digital marketing and online media projects including dynamic and e-commerce websites, premium content, search engine optimization (SEO), pay-per-click (PPC), CRM/marketing automation and social media marketing.

Key Bank (formerly Society Bank Management Company) - Cleveland, OH - 09/88 – 02/91
Vice President, Sales and Service Development

Worked with acquired banks to support the integration of the Society Bank sales and service culture by developing and implementing a variety of sales management, service quality, training, recognition and internal sales and marketing initiatives.

Neal and Stephens Advertising - Dayton, OH – 03/86 – 08/88
Account Director

Led new business development and account service for the full service advertising and direct marketing agency. Developed and implemented advertising, direct mail, PR and sales promotion campaigns for clients in the financial services, healthcare and retail sectors.

Key Bank (formerly Society Bank NA, Southern Region) - Dayton, OH – 04/83 – 02/86
Officer, Retail Sales and Advertising

Managed the \$2 million annual marketing budget to develop and implement product and customer segmented based advertising, PR and internal marketing communications projects and campaigns. Worked with branch administration to develop and implement sales training and sales incentive programs. Coordinated name change of bank's 65 branch offices.

Education

Ohio University - Athens, OH - 06/81
BA Communications with a major in radio/television sales, administration and management.

Additional information and portfolio available at www.maddoxmarketing.com and www.robmaddox.com