

BRIAN PERRY

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COMMUNICATIONS PROFESSIONAL

Marketing – Advertising - Public Relations – Promotions - Social Media

Dynamic, award-winning executive with outstanding success in creating and launching national marketing and advertising campaigns. Accomplished communications professional with expertise in all aspects of successful marketing, advertising, public relations, promotions, and social media. 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. Negotiate media added value, contracts, source promotional events, and manage budgets. Core strengths encompass:

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|--------------------------|----------------------------|-----------------------------|
| -Key Account Development | -Client/Public Relations | -Sales Analysis & Reporting |
| -Solution Marketing | -Public Speaking | -Project Management |
| -Social Media | -Promotions/Event Planning | -Team Building & Leadership |
| -Contract Negotiations | -Advanced Presentations | -E-based capabilities |

PROFESSIONAL RECOGNITION

- ❖ Awarded Field Agency Person of the Year by TracyLocke in 2005
- ❖ Awarded Pizza Hut National Award for “Best Community Involvement” in 2004
- ❖ Special letter of recognition from NASCAR drivers Richard Petty and Brian Vickers for work with the Victory Junction Gang Camp – 2004 and 2005

PROFESSIONAL EXPERIENCE

Eric Mower and Associates, Charlotte, North Carolina **2007-Present**
ACCOUNT SUPERVISOR/SOCIAL MEDIA STRATEGIST

- ❖ Direct strategic planning of product marketing, market communications, promotional events, media buy/added value, client social media outreach and analytics.
- ❖ Control multimillion dollar advertising budgets for Bojangles, Dynacast, and Dixon Mowers.
- ❖ Spearhead special promotional events; conceived and executed a plan to establish segment market share growth.
- ❖ Developed and executed entire social media campaigns for Bojangles’ and Qdoba. Used industry analytics to monitor success of campaigns.
- ❖ Identify marketing initiatives through customer research; develop targeting and segmentation plans.
- ❖ Analyze industry trends and competitive landscapes; formulate new offers and promotions.
- ❖ Drive branding guidelines across the organization and with external partners.

TracyLocke, Charlotte, North Carolina **2003-2007**
SENIOR ACCOUNT EXECUTIVE

- ❖ Oversaw multiple Pizza Hut marketing units in the Southeast.
- ❖ Developed multimillion dollar strategic plans annually that grew segment market share growth in the Southeast.
- ❖ Analyzed marketing trends and competitive landscape; developed market retention plans for competitive threats.
- ❖ Local market brand ambassador; drive targeted campaigns to initiate new consumer sales.
- ❖ Key account lead on a national NASCAR marketing campaign.

Zimmerman and Partners, Washington, DC

2000-2003

ACCOUNT EXECUTIVE

- ❖ Directed print, radio and television marketing campaigns for the Nissan Mid-Atlantic region.
- ❖ Oversaw multimillion dollar co-op budgets.
- ❖ Managed media buyers to deliver added value promotions.
- ❖ Presented marketing calendar recommendations to Nissan Regional VP of Marketing.

Stackig Advertising and Public Relations, Washington, DC

1998-2000

ACCOUNT EXECUTIVE

- ❖ Planned and coordinated classified advertising programs for the U.S. State Department, John Hopkins University, WorldCom, Dyncorp, and Newport News Shipbuilding
- ❖ Wrote all client and publication correspondences and assisted in maintaining client relationship.
- ❖ Managed relationships with various publications.

ACCOUNT COORDINATOR (promoted to Assistant Account Executive in 4 months)

- ❖ Developed and coordinated classified advertising programs for clients.
- ❖ Obtained rates and deadline information from various publications.
- ❖ Handled billing invoices, insertion orders and resolved discrepancies.

TRAFFIC COORDINATOR, (promoted to Account Coordinator in 5 months)

- ❖ Ensured on time delivery of all creative and production materials.
- ❖ Managed opening of jobs, distribution and creative meetings.

TRAFFIC/ PRODUCTION ASSISTANT (promoted to Traffic Coordinator in 3 months)

- ❖ Assisted Traffic Manager with everyday projects and opening of all client jobs.
- ❖ Acted as a liaison between account executives and the creative department.

EDUCATION

- ❖ B.S., Communications – Public Relations
- ❖ Radford University, May 1997

PROFICIENT IN

- ❖ Word, Excel, PowerPoint, Adobe, Photoshop, Facebook, Twitter, YouTube, Ning, Looxii, LinkedIn

OTHER

- ❖ Volunteer at a local foster care agency, Omni Visions to assist with holiday events.
- ❖ Volunteer at a local YMCA as a sports coach.