



RESUME of Marshall A. Spevak

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OBJECTIVE

To contribute my 15+ years of advertising sales and marketing experience as your new Publisher's Representative

QUALIFICATIONS SUMMARY

Advertising Sales ▪ Ad Design ▪ Collateral Development ▪ Web Site Development ▪ Direct Mail ▪ List Sales ▪ Trade Show Exhibit Sales

PROFESSIONAL EXPERIENCE

Independent Publishers Representative/Partner, In Print Media, Carlsbad, CA 1996 – present

- Sold over 400 magazine ad pages in the last calendar year
- Doubled the ad page count in a 40 year old, established publication
- Surpassed goals and was consistently the top producer for the company
- Made Tactical Response Magazine start-up publication profitable within four issues.
- Developed sales materials and web content demonstrating magazine strengths to prospects and return advertisers.
- Created marketing collateral, created web sites and designed trade show displays.
- Designed comprehensive marketing campaigns including display ads, web ads, PR and trade shows
- Recommended strategic partnerships to strengthen market positions, promote market presence.
- ▶ Magazines: Law and Order, Tactical Response, Police Fleet Manager, Corrections Technology & Mgmt.

Advertising Sales Director, Hare Publications, Carlsbad, CA, 1989-1995

- Increased ad sales of Police Magazine by almost three hundred percent.
- Gained knowledge of all aspects of magazine publishing from pre-press through printing and mailing.
- ▶ Magazines: Police, Emergency, Police Technology and Management

Media Developer, Longshore Marketing Group, La Jolla, CA, 1986-1989

- Gained valuable outside ad sales experience working with large accounts and agencies
- Surpassed sales goals and achieved Salesperson of the Month on a regular basis
- ▶ Magazines: Sporting Goods Business/Sports Trend, Display & Design Ideas, Container News, KOA Campground Directory

Advertising Sales Executive, Medical Economics, Atlanta, GA, 1982-1986

- Sold advertising for over sixty medical properties including periodicals, directories, sponsorships, conferences and exhibits.
- Won Salesperson of the Month awards consistently
- Previous positions held: Exhibits Sales Coordinator, List Sales Representative Exhibits Sales/Coordinator

SOFTWARE SKILLS

IMS Ebasket and Auditor Systems, ACT!, Photoshop, Illustrator, Quark, Dreamweaver, Flash, Mac and PC

EDUCATION and ASSOCIATIONS

- Associate of Arts Degree in Business and Marketing from University of Florida
- Dale Carnegie: Sales Training, Interpersonal Skills Training
- Member: National Association of Publishers' Representatives