

Christopher Rollins

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MARKETING DIRECTOR / ADVERTISING DIRECTOR

Expertise in Competitively Positioning Brands, Products and Services

Creative professional with a proven track record of successful projects from initial concept through completion. High-energy, results-oriented leader recognized for innovative tactics and strategies. Talent for building cohesive teams with strong problem-solving skills, able to manage time-sensitive projects with multimillion-dollar budgets.

Combine passion for marketing with commitment to contributing to an organization's bottom line. Consistently successful in conceptualizing, developing and orchestrating internal and external marketing initiatives to support national and international sales organizations. Excellent communications and interpersonal skills.

Areas of Expertise:

- Strategic Brand Planning
 - Comprehensive Advertising Campaigns
 - Direct Response Programs
 - New Market & Customer Development
 - Business Analysis
 - Project Management
 - E-Media
 - Brand Building Goals
 - Business Marketing and Promotions
 - Cooperative Marketing
 - Evaluate Market Trends
 - Market Research Analysis
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Professional Experience

HARRIS & SMITH COMMUNICATIONS, Cranbury, NJ (1999–Present)

A full-service, strategically driven agency, with \$29 million in revenues and diverse capabilities in advertising, all forms of media promotions and public relations.

Account Supervisor

Lead the team responsible for Account Planning and day-to-day operations and management of key agency accounts. Responsible for setting budgets and forecasts, developing estimates and managing estimated vs. actual costs for all applicable clients. Hands-on involvement in each phase of client business, from campaign strategy through execution and program analysis.

- Conceptualized, designed and implemented programs ranging from brand salience to direct-response programs.
- Restructured underperforming accounts into profitable and successful client relationships.
- Created, planned and implemented programs ranging from strategic brand planning to direct-response campaigns for national and international brands including **Bank One/First USA, Nordica Skis, Fedders, Bank of America, Prince Sporting Goods, Yardville National Bank, SQN Banking Systems, and New Jersey Economic Development Authority.**
- Successfully planned, directed and launched the initial U.S. **ING DIRECT** campaign.

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