

# THOMAS CLARK

Address (Address and Telephone #)

E-mail Address

## ADVERTISING SPECIALIST

ADVERTISING | PUBLICATION | BRANDING | GRAPHIC DEVELOPMENT | PRINT DESIGN

### QUALIFICATION SUMMARY

Highly motivated, creative, and performance-driven marketing professional, with proven track record of meeting and achieving goals through lead generation, promotions, sales management, and advertising. Adept at interfacing between sales and marketing organizations with experience in creating marketing materials, planning agency publication production, branding management, and print design. Strong track record in sales, public relations, and market penetration that maximize bottom-line results. History of promotions to positions of increasing responsibility.

### CORE COMPETENCIES

- ♦ Outstanding Customer/Vendor Relations
- ♦ Campaign Strategies
- ♦ Business Development
- ♦ Product Marketing Plans
- ♦ Purchasing
- ♦ Time Management
- ♦ Customer Needs Analysis
- ♦ Closing Skills
- ♦ Marketing Programs
- ♦ Team Building and Leadership

### MARKETING AND ADVERTISING BACKGROUND

#### CASE DESIGN/REMODELING, INC. ■ BETHESDA, MD GRAPHIC DESIGNER

MAY 2007-JAN 2009

- Oversaw the design, production, and maintenance of all printed publications and materials such as brochures, flyers, posters, advertisements, direct mail, postcards, signage, invitations, and gift cards necessary to assist sales and marketing efforts of corporate and franchise offices
- Managed projects from conception to production ensuring brand management across all communications both internal and external as reflected in the final product
- Organized photography shoots, managed image library and provided assistance on web site updates

#### THE CREATIVE GROUP ■ WASHINGTON, DC GRAPHIC ARTIST

JAN 2007-MAY 2007

- Worked collaboratively with clients at Case Design/Remodeling Inc., to create and design print collateral consisting of conference materials, corporate identity pieces, and sales related documents.
- Developed visual solutions as sales tools that supported branding and advertising of services as well as designed and maintained internal documents and forms necessary to facilitate daily business operations

#### THE WASHINGTON POST ■ WASHINGTON, DC AUTOMOTIVE ADVERTISING REPRESENTATIVE

JUL 2003-AUG 2004

- Created advertising campaigns and schedules for local automotive accounts which generated more than \$3 million annual advertising revenue
- Functioned as sales champion for automotive special sections and cross category initiatives

### SALES AND BUSINESS DEVELOPMENT EXPERIENCE

#### ADVERTISING DEPARTMENT CONSULTANT

JUL 2002-AUG 2002

- Recognized viable niche publications and analyzed associated revenue, resources, risks and opportunities for meeting and exceeding The Washington Post advertising objectives
- Presented three-year financial projections for niche publications attaining more than \$6 million in advertising revenue
- Assessed various distribution methods for niche publications as potential profit channels for the company

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**TAP PHARMACEUTICALS, INC. ■ NORTHERN, VA**  
**PHARMACEUTICAL SALES REPRESENTATIVE**

**JUN 1999-JUL 2001**

- Profitably developed market share from 28% to 31.6% in 2000 and consistently maintained above national, regional, and district average
- Significantly placed 1st in the district and ranked in the top 3rd of the region for year 2000 sales

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**TAP PHARMACEUTICAL PRODUCTS ■ LAKE FOREST, IL**  
**BUSINESS SYSTEMS ANALYST**

**JUL 1996-MAY 1999**

- Facilitated promotional events for corporate intranet to increase employee acceptance of new technology and served as consultant for department web sites
- Reorganized process of updating human resource personnel data by creating interface programs for payroll and human resource systems resulting in increased frequency of updates from monthly job to scheduled weekly job
- Delivered ongoing systems support to the Sales Administration Department and organized data collection and work plans for two major sales force expansions

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**EARLIER CAREER**

Abbott Laboratories, Abbott Park, IL  
Information Management Professional Development Program, 1994-1996  
Chemical and Agricultural Products Division, PC Support Specialist/Technician  
Abbott Diagnostics Division, Business Systems Analyst  
Hospital Products Division, Business Systems Analyst

First Command Financial Planning, Alexandria, VA  
Customer Contact Specialist / Administrative Assistant, 2004-2006

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**EDUCATION**

**Associate of Fine Arts in Graphic Design**

The Art Institute of Washington, Arlington, VA: Dec 2006

**Master of Business Administration with Concentration in Marketing**

University of Maryland, Robert H. Smith School of Business, College Park, MD: May 2003

**Bachelor of Science in Computer Information Systems, Minor in Mathematics**

Florida Agricultural and Mechanical University, Tallahassee, FL: May 1994

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**AWARDS AND HONORS**

- **The Joe Halton Award, 2008**
- **Will Hall-Saiyushu Award, 2000**

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**TECHNICAL SKILLS**

- **Platforms:** Mac OS X, Windows XP
- **Applications:** Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat Professional, Microsoft Word, Microsoft Excel, Microsoft PowerPoint