
MARY EVANS

Address: Phone #: Cell Phone #: E-mail:

SENIOR ADVERTISING MEDIA EXECUTIVE

A results-driven and accomplished senior advertising/media executive with experience in strategy development, integrated offline and online media planning, buying, and execution solutions. Proven leader and problem solver with highly developed analytical, organizational, and communication skills. Managed planning departments of 25+ employees with sole responsibility for buying oversight both in-house and with affiliate partners. Strong new business player with proven track record. Responsible for all client budgets ranging from \$1MM to \$100MM+. Superior negotiating practices and media partnerships. Extremely effective in fast paced work environment.

AREAS OF EXPERTISE

- ✓ Account Management and Retention
- ✓ Leader/Director/Innovator/Builder
- ✓ New Business Success
- ✓ Articulate Oral and Written Communication
- ✓ Digital and Traditional Media Integration
- ✓ Clients / Media Community Relations
- ✓ Problem Resolution and Decision Making
- ✓ Superior Interpersonal Skills

PROFESSIONAL EXPERIENCE

SVP, GROUP ACCOUNT DIRECTOR

2006–2008

INITIATIVE: MEDIA AGENCY ■ New York, NY

Created and managed a pioneering media outsource partnership between Initiative and Gotham Incorporated Advertising.

- ◆ Served as mediator and liaison between Initiative and Gotham to ensure all financial agreements were properly executed and the end product delivered met expectations.
- ◆ Primarily held responsible for seamless client intellectual capital transfer including strategic, planning, and billing systems.
- ◆ Actively managed systems and tools training of Gotham employees within Initiative.
- ◆ Recognized for managing partnership and integration of both companies.
- ◆ Consistently participated in all new business efforts for Gotham and several for Initiative, with continued responsibility for all of Gotham's media clients.
- ◆ ***Notable new business successes:*** L'Occitane, Liberty Media!, IMS, Remington Appliances.

MEDIA DIRECTOR, MANAGING PARTNER

1994–2005

GOTHAM INCORPORATED ■ New York, NY

Founding member of Interpublic's most successful agency start-up, contributing to growth from \$26MM to over \$600MM Billings and global reach. Launched in 1994 as a medium sized, entrepreneurial advertising agency with a "management hands on approach". Responsible for \$400MM in client budgets. Built and managed media department. Key contributor to agency's new business success.

Built Media Department

- ◆ Managed growth of department from four to 25 while ensuring a high level of client service was delivered via three key manager posts cultivated.
- ◆ Authored and implemented media planning philosophy and processes, positioning Gotham Media as unique, thorough, dedicated and client service friendly, internally and externally.
- ◆ Led the coordination, design and automation of syndicated research reporting across client base to ensure accuracy and consistency, increasing efficiency by 20%.
- ◆ Created and systemized procedures for the purchase of media linking in all departments from creative to production to billing. This minimized errors and increased productivity for the media team, while fostering accountability throughout the agency.

Core Department Responsibilities

- ◆ Accountable for all client communication development, ensuring media neutral investments, flawless activation, results evaluation and optimization.
- ◆ Created innovative solutions addressing business challenges employing multi-platform programs, including digital, content development, integration and sponsorship, leveraging investment spend by media entity to maximize client spend and test new media.
- ◆ Responsible for building and deepening relationships with clients, outside agency partners and the media community, particularly publishing.
- ◆ Simultaneously managed department and held primary account responsibility for a significant number of businesses, female and technology based, capitalizing on target expertise while pioneering agency ventures in the digital arena.
- ◆ Responsible for hiring, training, evaluating department in addition to associated operational and administrative functions, including profitability.

Integrated On / Offline Strategy and Execution

- ◆ Successfully launched Internet Pure Play brands, E*TRADE, and WebMD, via integrated communication architectures delivering consistent lead / account generation thru response media while heightening awareness and positioning with of offline media.
- ◆ For E*TRADE's integrated strategy, ensured the contribution of all media performance was measurable thru call-to-action and lead / sales volume results by hour by day, creating a virtual 24 hour test module. Strategy was optimized weekly with monthly forecasts of CPL and CPA presented to the Board of Directors. E*TRADE's advertising investment went from \$3MM annually to over \$100MM per year with initial ROI metrics reduced by more than 100%. The brand gained the number one share in the category which led to a successful IPO.
- ◆ Introduced online to mass distributed brands, Maybelline Cosmetics, as a marketing tool creating a store front presence while delivering content and "insider" engagement opportunities. Brand achieved the second largest unique monthly visitors and highest time spent on site.

Breakthrough Strategies

- ◆ Pioneered E*TRADE instant account application inserted in magazines on a negotiated pay-for-performance basis, reducing lag time from "lead to sale" by an average of six weeks.
- ◆ In partnership with MTV, conceptualized and negotiated an eight-week contest / program sponsored by Maybelline Cosmetics with the brand's make-up artist as host. Broadcast offline and video online with content integration and audience participation. Shared promotion via advertising and entire media entity.

Key New Business Successes

- ◆ Secured Maybelline business when brand was sold to L'Oreal USA. Based on proven strategic planning and negotiating prowess established, Gotham-led service and costs savings were extended to all brands within L'Oreal USA. Maybelline is currently the leading Cosmetic brand globally. Awarded Redken Fifth Avenue from L'Oreal USA.
- ◆ Based on expertise in female target, added Liz Clairborne, Lindt Chocolate, Newman's Own, and Aerosoles to the agency roster.
- ◆ E*TRADE, WebMD, Fidelity Powerstreet, AOL, AT&T Wireless wins rewarded expertise in delivering ROI and branding simultaneously.

EARLIER CAREER

Intern thru SVP, Media Manager, SSC&B / LINTAS, New York, NY

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION

Marketing / Advertising: Summa Cum Laude

■ Bernard M. Baruch College, New York, NY

Recipient of the *Morton Wollman Medal for Marketing*