

Nathan Greiner

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Highly motivated and results driven professional with years of demonstrated track record of consistently combining sales and management abilities with sound business practices to position employers/clients for long-term growth and profitability. Recognized for professionalism, commitment to excellence, and demonstrated ability to communicate and work with senior management, associates, and customers. Has excellent interpersonal skills and ability to communicate and collaborate effectively with co-workers of all levels. Self-motivated with ability to work either independently or on a team. Broad based qualifications include:

Strategic Marketing and Sales
Internet Marketing
Budget and Allocation

Market Research
Direct Marketing Techniques
Team Building and Leadership

Business-to-Business
Customer Relationship Management
Vendor and Client Communication

AREAS OF EXPERTISE

- **EXCELLENT STRATEGIST** - Provide solutions that boost productivity and efficiency across an organization. Quickly identify problem areas and implement effective solutions to meet goals.
- **EXCEPTIONAL ORGANIZATIONAL SKILLS** - Consistently recognized by colleagues for talent in needs analysis and problem resolution in fast-paced environments.
- **STRONG SENSE OF RESPONSIBILITY** - Solid professional standards; excellent track record of dependability. Maintain focus on achieving results while implementing business solutions to meet a diversity of needs.
- **ADMINISTRATION AND MANAGEMENT ACUMEN** - Knowledgeable of business and management principles involved in strategic planning, resource allocation, leadership technique, and coordination of people and resources
- **ADVERTISING/MARKETING EXPERIENCE** - Knowledge of principles and methods for presenting, promoting, and selling products and/or services, including marketing strategy and tactics, product demonstration, and sales techniques.
- **CUSTOMER SERVICE EXPERIENCE** - Consistently demonstrate responsiveness, strong customer focus, and ability to build long-lasting and loyal customer relationships.
- **COMPUTER SKILLS** - Knowledgeable of computer programs, including Windows and Mac: Excel, PowerPoint, Access, InDesign, Photoshop, Illustrator, Dreamweaver; Datatech, Donovan, Ad*Views, Galaxy Explorer, NPower, AdRelevance, Scarborough, STRATA, TapScan, Maximizer, TNS Intelligence, Competitrack, MRI, IMS, SQL Server.

PROFESSIONAL EXPERIENCE

Plant Manager:

Grote & Weigel, Inc. • Bloomfield, CT

December 2010-March 2011

- Directed and coordinated activities of businesses/departments concerned with the production, pricing, sales, and/or distribution of products.
- Managed staff: preparing operational schedules and assigning specific duties.
- Reviewed financial statements, sales and activity reports, and other performance data to measure productivity and goal achievement and to determine areas needing cost reduction and program improvement.
- Established and implemented departmental policies, goals, objectives, and procedures, conferring with board members, organization officials, and staff members as necessary.
- Determined staffing requirements, and interviewed, hired and trained new employees; oversaw those personnel processes.
- Monitored the business to ensure efficiency and effectiveness of services while staying within budgetary limits.
- Managed activities directly related to making products and providing services.
- Directed and coordinated organization's financial and budget activities to fund operations, maximize investments, and increase efficiency.

Contractor, Client Services, US Fidelis, Prudential, MetLife:

Direct Response Media, Inc. • Wayne, PA

August-December 2009

- Issued weekly and quarterly memos detailing campaign performance and recommendations.
- Analyzed and presented findings on statistical algorithms utilizing client telemarketing and lead generation data.
- Conducted market research studies on competition and demographic trends.
- Formulated media strategies for existing clients and new business objectives with President and VP, Director of Media.
- Assisted Director of Operations with data analysis, database/server optimization and IT support.

Media Buyer/Planner, Vonage, DirectBuy, ProFlowers, Euro-Pro, Perfect Pushup, Home Depot, Chase, Total Gym, SonyBMG:

R2CGroup/Cmedia • Exton, PA

October 2007-April 2009

- Planned and negotiated effective DRTV, national and local media schedules for new business proposals and existing clients.
- Utilized industry software applications to analyze competitive media spending and to identify psychographic trends.
- Issued monthly and quarterly findings on marketplace trends for inter-agency and client communications.
- Evaluated final performance of media schedule through issue of weekly and quarterly post analysis reports.

- Assisted new business objectives to highlight agency capabilities, competitive tracking and demographic analyses.

Key Accomplishments and Contributions:

- Increased media billings for six-month period on assigned stations by 68%.
- Generated approximately an average of \$600K per month in revenue for numerous clients.
- Estimated annual share contributed as agency commission is projected to be \$1.1M.
- Implemented hybrid approach of DR/branded campaigns to appeal to prospective clients with national background.
- Researched long-term multi-platform opportunities that included billboards, pre-roll videos, online ads and sweepstakes.
- Expanded agency radio capabilities by researching and evaluating performing stations, formats and on-air talent.

Media Buyer, Direct Response:

Vermont Teddy Bear Company • Shelburne, VT

November 2004-October 2007

- Planned and negotiated local, network live endorsements on radio.
- Organized and scheduled promotional on-air campaigns utilizing radio personalities.
- Negotiated and purchased DR, local, syndicated and national broadcast television.
- Supported online marketing analysts with CPM and CPC purchasing models.
- Educated and trained department with knowledge of utilizing Nielsen software and resources.
- Evaluated brand performance via conversion, ROI and customer acquisition cost analysis.
- Assisted in establishing annual departmental budgets and goals for one-year and five-year action plans.
- Presented media recommendations and post analysis directly to both the CEO and VP of Marketing.
- Supervised and trained media coordinators with media-buying expertise and daily maintenance tasks.

Key Accomplishments and Contributions:

- Managed an average annual advertising budget of \$2 million.
- Productively improved marketing margins by 20% for holiday campaigns by enhancing radio promotions.
- Spearheaded revamped print initiative that garnered 17% increase in advertising revenue.
- Executed strategic market research projects and led initiative on new media opportunities.
- Coordinated acquisition of new software programs which improved efficiency of media buys and electronic transfer capability.

Media Buyer, National Broadcast, Hasbro, Ethan Allen, Dairy Queen, Lea & Perrins, Clearasil, Lindt:

MediaCom • New York, NY

February 2000-November 2004

- Monitored various accounts totaling over \$85.0 million in media billing.
- Negotiated and purchased Upfront and Scatter media schedules within budget in all network dayparts.

EDUCATION

Bachelor of Science - Dual Major in Marketing & Sociology:

Providence College • Providence, RI

1997

AWARDS and HONORS

Division I, Men's Lacrosse, Providence College • 1993-97
 Martin Luther King, Jr. Scholarship Recipient • 1993-97

ACTIVITIES/COMMUNITY INVOLVEMENT

Volunteer Youth Coach • Lionville Youth Association
 Volunteer • Habitat for Humanity