

Raymond M. George
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Executive Summary

Advertising ~ Information Technology ~ Project Management

14 years of advertising, advertising production and IT consulting experience highlighted by significant accomplishments. Proven track record of developing strategies and spearheading initiatives that increase both productivity and profitability. Strong reputation for expertly driving continual improvement with a strong customer focus and commitment to delivering exceptional service. Solid critical thinking, problem solving, and time management skills with demonstrated success handling multiple responsibilities and large-scale projects simultaneously. Offer additional expertise in:

Strategic Planning • Budget Accountability • Business Development • System Improvements

Professional Experience

889 Global Solutions Ltd., Columbus, Ohio

May 2007 – November 2008

A mid-size international import company averaging \$1.5 million annually in sales.

Marketing Manager

Responsible for sales and marketing of industrial components and custom promotional products. Adapted to changing work environment and developed job skills to maintain superior level of customer service. Increased profit margin on key account projects from 30% to 50%. Duties included;

- Developed and produced marketing materials for email, web and print.
- Coordinated business development for industrial and promotional customers.
- Sourced custom and stock products directly from factories in China.
- Procured and managed freight forwarding services for product shipments.
- Developed and maintained customer relationship management database.

Paul/Jay Associates, Bellaire, Ohio

January 1995 - April 2007

A mid-size advertising, design and technology consulting company averaging \$1 million annually in sales.

Multi-Media Manager

Responsible for account management and production for advertising customers. Played key role in award-winning name change campaign for Jefferson Community College while maintaining budgetary guidelines. Steered conversion of company revenue center from offset printing to digital document and web-based services while increasing profit margin. Duties included;

- Managed multiple and diverse advertising accounts.
- Developed creative marketing solutions for internal marketing and advertising clients.
- Planned and coordinated media for all clients.
- Conceptualized and produced broadcast video*, print, radio, web and trade show projects.
- Business development and management.
- Managed 3 indirect reports in providing utmost in customer service while promoting products and services to maximize profitability.

Digital Solutions, a division of Paul/Jay Associates, Bellaire, Ohio

Product Line Manager

Under direction of parent company, launched and developed Apple Macintosh centric IT consulting business. Responsible for all aspects of business including business development, sales, service, and technical support. Established and maintained Apple Dealer status with annual sales volume of \$100,000 in Apple branded products. Converted parent company production systems from analog to digital workflow. Transitioned Paul/Jay Associates from paper based job tracking to digital asset management with Filemaker Pro based CRM. Integrated over 40 new product lines into hardware and software solutions. Duties included;

- Researched, integrated and sold hardware and software environments to customers.
- Provided technical support on daily basis with larger clients and in-bound callers/walk-ins.
- Nurtured relationships with clients ranging from consumers to mid-size corporations.
- Responsible for in-house help desk for hardware/software support.

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Education

West Virginia University, Morgantown, WV — B.S. Journalism, 1994.
Specialization: Advertising, Minor: Art.

Technologies

Macintosh OS X (Desktop/Server) & Windows (2000/XP). Networking (100/1000baseT), fibre channel, cabling production, internet/wireless setup. Software applications include, but not limited to: QuarkXPress, Photoshop, After Effects, Illustrator, Golive, Dreamweaver, EIAS, Final Cut Studio, DVD Studio Pro, Keynote, MS Office, Filemaker Pro (client/server) and utilities.

Portfolio

www.raymondmgeorge.com

Awards

Client: Jefferson Community College

- 2003, 2005 National Council for Marketing and Public Relations District III Medallion Award: Bronze Medallion of Merit for Television Advertising/Series
- 1996 Admissions Marketing Report Gold Award for Television Advertising/Series
- 1995 National Council for Marketing and Public Relations District III Medallion Award: Bronze Medallion of Merit for Television Advertising/Single Spot

Activities

Homeport, division of Columbus Housing Partnership

Provided CHP, one of the largest producers of affordable housing in central Ohio, pro-bono marketing assistance for wayfinding signage, outdoor, web and print.

Bike the C-Bus, co-chair

Coordinated direction of Bike the C-Bus as Columbus' premiere city-wide bicycle tour highlighting continued progress within the city's neighborhoods.

Blogging - columbusrides.blogspot.com / xingcolumbus.wordpress.com

Developed and contribute to Columbus Rides blog tracking and promoting local bicycle rides.

Guest contributor to Xing Columbus intended to foster discussion about bicycling options within the city.

Wheeling Heritage Trail website - wheelingheritagetrail.com

Secured funding and developed website for regional rail-trail in Wheeling, WV.

References

The following references will be provided upon request:

Ann Koon, Director of Public Information
Jefferson Community College

Craig Karges, Entertainer, Speaker, Author
Karges Productions

Craig Murphy, Director of Homeport
Columbus Housing Partnership