

JASON PETERS

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Media manager whose accomplishments reflect effective leadership, an innovative mindset, strong sales and client management skills, and expertise in identifying effective means of corporate communications

SUMMARY OF QUALIFICATIONS

Forward-thinking professional with 15 years of experience in the audio-visual services field. Demonstrated expertise in both the development of promotional materials and the production and orchestration of media events. Innovative and resourceful with strong grasp of how to best reach target audiences. Proven record in delivering communications solutions that hit the mark. Respected business partner with extensive array of industry contacts. Able to successfully identify client needs and create cost-effective programs that are consistent with company image and style. Valued for vision in finding new and better ways to do business. Effective leader who embraces the ideals of customer satisfaction and encourages creativity and risk-taking to make it happen. Top-notch communications skills. Effective in adapting messages to regional, national, and international audiences. Progressive in outlook and quick to adopt new technologies.

PROFESSIONAL EXPERIENCE

MEDIAMASTERS, Franklin Park, New Jersey

Apr 1988 to present

Business Development Manager – New Jersey (3/93 to present)

Manage department of six, overseeing all aspects of client engagement and client projects. Develop promotional materials to generate new business. Communicate with prospects to identify needs, developing and presenting client proposals and implementing project plans. Hired as technician, earned promotion to assistant manager after only one year. Earned second promotion to current position in 1993.

- Successfully manage company advertising to bring in new prospects. Designed brochure sent out in mass mailing and developed multi-media advertising plan that integrated print ads, radio spots, and website to promote services.
 - Designing creative and cost-effective proposals, successfully built client base and customer confidence while ensuring frequent repeat business. Grew client base by 60% since becoming manager, successfully bringing on several major well-known international companies.
 - Developed innovative presentation proposal for major client that saved thousands of dollars by converting a company warehouse into a temporary theatre, eliminating the need for offsite facilities. Plan was later adapted and successfully used to orchestrate cost-effective presentations for many other clients.
 - Positioned company to compete more effectively for staging contracts by successfully streamlining labor, eliminating waste to significantly reduce program costs.
 - Developed webcast for well-known car manufacturer that allowed CEO to address employees from overseas location, saving both time and money.
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EDUCATION & CONTINUING DEVELOPMENT

WESTERN UNIVERSITY, Sunnyvale, California

Bachelor of Science Degree in Radio, Television and Film (Emphasis: Media Management)

➤ Worked at Panavision, scheduling, operating and maintaining film and video equipment.

Seminars and Workshops:

Writing, Producing and Directing Workshop, American Film Institute

Media Management Program, ICIA

Extensive product training on Sony and Panasonic products

TECHNOLOGY SKILLS

PowerPoint ♦ Word ♦ Excel ♦ Internet ♦ Script Writing ♦ Video Editing ♦ Video Shooting ♦ Video Teleconferencing
