

Anthony David Morrow
13622 Edgefield Street
Cerritos, CA 90703-6336

Phone: 562.467.0093
Mobile: 714.342.4032
toegnix@yahoo.com

SUMMARY OF QUALIFICATIONS

Creative and self-motivated Marketing, Public Relations (PR), Graphic Design, and Sales professional with excellent written and verbal communication and presentation skills. Known for capturing client needs and creating materials and media that effectively communicates ideas and vision. Respected for following through on commitments down to the finest detail. Reliable, flexible, detail-oriented, and able to handle multiple tasks while producing maximum results.

PROFESSIONAL EXPERIENCE

MARKETING/PUBLIC RELATIONS /DESIGN CONSULTANT, Cerritos, CA 1999 – Present

- Develop PR and marketing plans, strategies and collateral to successfully promote client business.
- Create a wide variety of informational and promotional materials for clients including: websites, press releases, newsletters, brochures, business cards, postcards, audio/video/multimedia projects.
- Aided an independent musician client to obtain a 600% increase in website visits, a 75% increase in event attendance, and several industry awards, award nominations, and recognition.

COINSTAR, INC., Bellevue, WA 1997 – 2005

Self-service coin counting, prepaid products (wireless, long distance, debit/cash cards, gift cards) financial services (payroll cards, money transfers), amusement vending, and front-end category management at retail.

Account Manager, Sales Operations Supervisor (SOS) (2004 – 2005)

Account Executive/Manager (1998 – 2004)

Retail Operations Representative (1998 – 1998)

Marketing Associate (1997 – 1997)

- Established and managed new and existing customers in the installation and service of self-service coin counting and electronic services kiosks and electronic point-of-sale payment programs in retail stores.
- Grew relationships with major retail customers; pursued and obtained new customer business. Increased customer accounts by 220% and total kiosk install base by 63% over seven years.
- Negotiated and re-signed a major supermarket chain to a 3-year contract worth \$15 million in gross revenues to Company that included core-business exclusivity and the introduction of new revenue-producing products and services
- Increased revenue for customer retailers and Company by establishing and promoting effective, demographic and community targeted marketing activities in conjunction with retailers, such as co-op advertising and promotional programs, that increased kiosk transactions/sales.
- Ensured optimum business efficiency, satisfaction, and performance of existing customers, through constant contact, communications, and presentations with key customer representatives, furthered by obtaining significant understanding of customers' business and anticipating their needs.
- As SOS (Sales Operations Supervisor), coordinated critical sales communication strategies and collateral documentation, and acted as "voice of customer" and primary liaison between various internal departments and sales team, ensuring customer requirements were consistently met.
- Assisted in organizing and executing regional public relations and media events and performed as spokesperson resulting in millions of impressions from print, radio, and television media outlets.
- Rapidly promoted to critical sales roles by demonstrating quick ability to understand business and meet company and client needs and goals.
- Recognized as a strong performer, innovator, and leader, receiving multiple awards and recognition including: Retail Account Development Employee of the Year (2002), Retail Account Development Outstanding Performance Award (1999, 2000), Employee Recognition Award nominee (Q1-2001).

VELO ALLEGRO CYCLING CLUB, Long Beach, CA **1999 – Present**

Bicycle recreation fitness and racing membership organization

Director of Public Relations (2007 – present)**Editor, Webmaster, & Sponsor Liaison** (2002 – 2006)**Newsletter Editor, Sponsor Liaison** (1999 – 2002)

- Perform development and execution of overall public relations strategy to increase recognition, membership, and sponsorship revenues.
- Acquire relevant elements (e.g., news, photographs, video, activities, results) to write and create content.
- Nurture sponsor relationships and create an attractive and compelling annual sponsorship proposal.
- Create and maintain website and online resources and digitally publish and print newsletter.

BICYCLE RACING MONTHLY, San Diego, CA **1996 – 1998**

Monthly newspaper publishing racing news, events, results, and articles promoting cycling as a sport to 1,000+ direct mail subscribers and with a newsstand presence

Advertising Sales Representative – (part-time)

- Solicited regional and national customers for the purchase of advertising in a monthly print publication, resulting in average monthly sales of \$500.
- Cold-called, in-person and by phone, prospective advertisers and renewed current and former advertisers.
- Established and maintained a newsstand consignment program with regional retailers that expanded distribution and grew readership by 10%.
- Created ad artwork for customers ensuring adherence to publication and advertiser specifications.
- Managed the billing of customers, maintaining all advertising accounts as on-time and paid-in-full.

ID ENTITY, Diamond Bar, CA**1996 – 1997**

Market Research firm

Field Interviewer – (part-time)

- Conducted personal interviews for research questionnaires.
- Evaluated locations to conduct interviews, achieving a relevant representative participant sample.
- Compiled data, ran statistical analyses, and provided qualitative feedback regarding the respondents' reactions to the research manager, ensuring objective conclusions to the development of marketing plans.
- Effectively identified good interviewee prospects and, using persuasion and excellent communication skills, conducted up to 50 qualifying interviews per day, exceeding expectations of project manager.

AMERICAN STORES (SAV-ON DRUG), Buena Park, CA**1992 – 1997****Assistant Manager** (1996 – 1997)**Clerk/Department Head** (1992 – 1996)

- Managed 10 part-time employees in all aspects of retail store operations.
- Directed product merchandising, regular and seasonal stock forecasting and ordering, and employee scheduling.
- Routinely assisted in the set-up of new stores and with custom point-of-purchase signage and displays.

EDUCATION

B.A., Business Administration, Marketing

California State University, Fullerton, Fullerton, CA (1992 – 1996)

SKILLS & PROFESSIONAL TRAINING

- Extensive computer experience with Windows and Macintosh operating systems and strong proficiency with applications including Microsoft Office (Word, Excel, PowerPoint, Outlook), Lotus Notes, Adobe Illustrator, Photoshop, PageMaker, GoLive, and many others
 - Internet proficient including HTML
- Successful completion of FranklinCovey's "7 Habits of Highly Effective People" workshop