

Kent McGowan

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I am seeking a position as an advertising, project or production/traffic manager. I bring the skills to lead, coordinate, communicate and follow a project from start to finish. I enjoy working in a team environment to create and produce innovative advertising materials that get noticed. I have a strong passion for advertising and will ensure that a project is completed on time and exceeds the client's expectations.

CAREER SUMMARY

As an advertising/marketing manager, project/traffic manager and graphic designer, I have a well-rounded background in advertising and print production. Brought marketing plans together from the conceptual designs to the printed or online product. Managed daily schedules, client communications and planning meetings. Developed working relationships with clients, professional organizations and many vendors.

QUALIFICATIONS

- Thorough knowledge of print production, traffic and marketing communications.
- Strong project management, communication, multitasking and problem solving skills.
- Can lead strategy sessions and develop client presentations with account managers and creative team.
- Capable of lowering marketing expenses by finding less expensive vendors and more economical ways to produce advertising materials.
- Computer skills include Microsoft Office Suite and in-house database programs with experience in InDesign, Quark, Photoshop and Illustrator.

PROFESSIONAL EXPERIENCE

Hubbell & Hudson, The Woodlands, Texas • 2008 to 2009

Marketing Manager

- Managed and produced multiple projects providing art direction and copy writing.
- Created a marketing budget as well as seasonal and promotional plans.
- Directed all in-store signage, flyers and email blasts while meeting brand standards.
- Lowered marketing expenses by finding less expensive vendors and more economical ways to produce advertising materials.

Adplex, Houston, Texas • 2005 to 2008

Traffic / Project Manager

- Developed and produced multiple projects in an agency environment with clients,

account managers, creative team and outside support. Clients included Central Market, Southern States, Express Jet, YMCA.

- Responsible for every job's movement through creative, account services and vendors while maintaining timelines to meet deadlines and budgets.
- Worked closely with each vendor, getting estimates and discussing materials along with the best processes for each project to meet the deadline.

American Color, Houston, Texas • 2000 to 2005

Production and Customer Service Coordinator

- Coordinated ad production and prepress between Houston Chronicle sales reps, designers, prepress and printers.
- Provided excellent client service, face-to-face and phone, to new and established customers. Clients included Igloo Corp., University of Houston, Star Furniture.
- Improved the internal workflow between client services, creative and prepress departments to increase production and better meet client's needs.

Customer Service Representative

- Implemented the start up and design of the Houston Chronicle employment web site.
- Directed customer service and training for Houston Chronicle's employment web site.
- Set up ads and provided on-line trouble shooting for employers and candidates.
- Managed and set up Houston Chronicle Jobs booth at area job fairs.

Randalls Food Markets, Houston, Texas • 1992 to 2000

Advertising Production Manager

- Full responsibility of advertising staff of 8, included daily operations, hiring and training.
- Art directed, edited and proofed all print, radio and TV ads.
- Responsible for daily communication with all internal departments and outside support.
- Coordinated all newspaper advertising, direct mail and micro-marketing for all stores.

Advertising Production Coordinator

- Coordinated all ads and signage with artists, buyers, printers, newspapers and direct mailers. Produced print advertising using: Quark, Photoshop and Illustrator.

Jewel Osco (Skaggs Alpha Beta), Richardson, Texas • 1988 to 1992

Print Production Coordinator

- Coordinated all aspects of print advertising: ad design, versioning, photography, printing, invoices and special programs.
- Worked directly with merchandisers, photographers and media.

EDUCATION

B.A., Communications - Advertising/Journalism/Photography. Minor - Art.
Stephen F. Austin State University, Nacogdoches, TX

References available upon request.