

**TARA ENGLER**

811 North Park Avenue  
Redding, CT 06896  
(203) 521-7310

**RESUME****NETWORK MEDIA, INC.**

2004 - Present

**Freelance Event Marketing** *Promotion Agency*

- Coordinator of freelance field promotional projects for ExxonMobil Corporation, First Tennessee Bank Corp., Connecticut Sound & Image, Westwood One and others.

**CRN INTERNATIONAL**, Hamden, CT

July 2000 - 2004

**Senior Client Services Executive** *Promotion Agency*

- Responsible for account management for a national radio marketing company.
- Provided marketing services and administered projects for: ExxonMobil Corporation/Mobil 1 Racing, Campbell's Soup Company, Pepperidge Farm, Timex Corporation and Rexall-Sundown, Inc.,
- Contributed to the development of innovative ideas utilizing a combination of local market radio, special events, web elements, contests and sweepstakes.
- Key contact in project implementation, interfaced internally with national sales directors, affiliate relations department, retail operations, field marketing and creative departments. Reported to the company President.
- Acted as field marketing representative with ExxonMobil Corporation traveling with the motorsports marketing team on NASCAR Sprint Cup series. Implemented all field responsibilities including ensuring a presence at the retail level, managing the sweepstakes programs, awarded winners with prizes, such as once-in-a-lifetime pit tours and hospitality on race day in each Market.

**RYAN PARTNERSHIP**, Westport, CT

May 1999 – July 2000

**Freelance Traffic** *Promotion Agency*

- Managed consumer promotion campaigns through various stages, interfacing with departments, such as account management, creative, production, proofreading and legal for questions, comments and approval.
- Met daily with account management teams to discuss projects and conducted weekly status meetings.
- Performed stock photography searches for all client projects, negotiated and purchased art.
- Processed Creative Service Requests ensuring timely execution and delivery of all projects.

**ALCONE**, Darien, CT

January 1999 - May 1999

**Freelance Account Executive for United Distillers and Vintners, Inc.** *Promotion Agency*

- Acted as main point of contact for Alcone's San Francisco office in the Darien headquarters.
- Interfaced with the creative team to produce job estimates and quarterly projections.
- Secured multiple tie-in partnerships for Smirnoff, Stolichnaya, Jose Cuervo and other brand's throughout the U.S.A.

**BEN MARKETING GROUP**, Stamford, CT  
1998

**Account Executive for International Paper and Starter Sportswear Co.** *Promotion Agency*

- Managed in-store demonstration schedule for International Paper.
- Managed installment and rollout of test pilot program to 70 Mail Boxes Etc.'s throughout Georgia.
- Negotiated 70% decrease in stock photography prices for Hammermill merchandising centers in Staples Office Supply stores nationwide.
- Executed Programs, planned events, negotiated costs and coordinated distribution of prizes for contests at telesales centers throughout U.S.A.
- Registered, licensed and bonded national sweepstakes programs.
- Provided translation of all creative specifications to French-speaking art director.

**THE SUDDEN IMPACT ENTERTAINMENT COMPANY**, New York, NY  
1996 -1997

**Production Assistant** *Producer of large-scale interactive entertainment spectacles*

- Assisted President/Creative Director with annual production of "Madison Scare Garden" theme park at Madison Square Garden.
- Coordinated TV crews' shooting of live interviews and reviews for network television commercials in heavy rotation on VH1 and MSG Network News.
- Scheduled on-air appearances for actors and celebrities. Interfaced with media production teams and Madison Square Garden's PR department.

**INTER•ACT SYSTEMS, INC.**, Norwalk, CT  
1994 - 1996

**Manager "The Winners Circle" (1995-1996)** *Point Of Sale Coupon / Kiosk Manufacturer*

- Redesigned, developed and managed incentive-based reward programs for "The Winners Circle." Consumer and trade promotion programs were designed to drive incremental traffic and establish a loyal consumer base.
- Negotiated production costs and oversaw print process for media kits and Point Of Sale materials.
- Developed sales programs for Grand Union Supermarket's chain and "The Winner Circle" participants: Staples Office Supply, Avis, regional and local businesses.

**Retail Operations Manager (1994-1995)**

- Assisted with all phases of in-store rollouts: installation and allocation of kiosks and Point Of Sale materials. Trained store employees and in-store demonstrators for introduction of kiosks throughout Tri-State area.
- Identified service needs, resolved issues with Network Control and Field Service departments.
- Maintained efficiency of field operations.

**HOME BOX OFFICE**, New York, NY  
1993

**Freelance Consultant**

- Provided creative and conceptual P.O.S., cross promotional ideas for development to HBO's Consumer Promotions Division for "Dream On" and "The Larry Sanders Show", known as "The Best Hour in Comedy".

**RIVERSIDE PROMOTIONS, INC.**, Wilton, CT  
1992 - 1993

**Director of New Business** *Promotion Agency*

- Generated positive sales growth from American Tobacco Company and Playtex.
- Targeted consumer packaged good Fortune 500 clients throughout Tri-state area.
- Initiated and set up meetings between agency principals and senior promotion/marketing managers.

## **INTERNSHIPS**

**ROUNDER RECORDS**, Cambridge, MA  
1991

Established record label and distributor of international recording artists

- Intern Promotions Department
- Corresponded with radio stations to promote artists for heavier rotation of air play, compilation of press releases, updating and maintaining databases.

**TRIBUNE ENTERTAINMENT PRODUCTIONS**, New York, NY  
1987 - 1988

Major producer of on-air television programs for syndication

- Production Assistant and Audience Coordinator for "Geraldo."
- Recruited audiences and guided participation for each "Geraldo" show.
- Production assistant to all show producers.

## **EDUCATION**

**BERKLEE COLLEGE OF MUSIC**, Boston, Bachelor of Arts Degree, 1991

**FORDHAM UNIVERSITY**, New York, English and Communications Studies

**SORBONNE UNIVERSITY**, Paris, Certificat D'Etudes, Art History and French Studies

## **SKILLS**

Fluent in French.

IBM and Mac proficient with Windows, Outlook, Microsoft Word, PowerPoint, Excel, Act for Windows, File Maker Pro.