

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.