

JOEL FREDRICKSON

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SUMMARY

Experienced, successful management and operations expert ready to accept next challenge in Management with a forward thinking profitable company that understands the value of long term client relationships. Proven record of success that certainly would be an asset to your organization.

Personal Strengths include:

Project Management	Outstanding Consultative Skills	Team Building
New Business Sales Training	Advertising and Marketing Expert	Top Level Sales Manager
Top Level Analytic Ability	Persuasive Public Speaking	Team Based Problem Solving
Complex Project Management	Collaborative Forecasting	Revenue and Expense Budgeting
Sales Management Expert	Outstanding Interpersonal Skills	Search Engine Optimization

EDUCATION

Executive MBA Program, University of Miami, Miami, Florida

Knight-Ridder Advertising Management Development Program

B.A. Finance, University of Cincinnati, Cincinnati, Ohio

CAREER HISTORY

Project Manager/Senior Business Consultant 2016-Present International Development Services, Inc

Work with clients nationwide in sales and profit improvement consulting. I help clients solve which they thought were unsolvable problems. Teach management teams how to develop and exceed goals following the Theory of Constraint and Critical Path Methods of management. Develop cash management programs and budgeting by line item for mid -size businesses in the construction, manufacturing, medical, professional services, restaurant groups and retail space. On site multi-week process that leads to successful behavior change by building a winning culture across all lines of the organization. Process includes monthly results follow up and coaching , both in-person and online meetings.

Media Sales Consultant- Dex Media (2013-2016)

Local media representative selling online and print solutions to professional and retail clients. Client base includes attorneys, physicians, dentists, hospital and other health care institutions, financial firms and more. Online programs include SEO, SEM, Website development, geotargeted online display ads, and print Yellow Page ads with a guaranteed results program being the basis of all sales presentations. Consistently finished in the top ten percent of new business sales and product expansion.

Media Consultant – Yellowbook/Hibu (2008 – 2013)

Directly involved with clients and potential clients in the sale of online and print marketing campaigns. Sold more than 125 accounts new websites and initiated online campaigns. Developed online and print campaigns for medical, dental and building contractors in the Seattle Metro area. Consistent goal buster.

Retail and National Advertising Manager - *The News Tribune*, McClatchy Newspapers, Tacoma, WA (2006 – 2008)

Directed 45+ sales and support staff with total revenue and expense responsibilities of more than \$35 million. Focused sales team on growing online advertising, targeted newspaper publications, and geographic advertising campaigns. Developed many new publications that led to advertising market share gains.

- Worked with other departments to maximize revenue in logical geographic advertising zones, driving more than \$540,000 in new business in 2008.
- Collaborated with other newspapers in the state of Washington to develop market-wide preprint delivery to a select group of targeted retailers. Raised more than \$450,000 in new/plus business.
- Worked closely with circulation management in the development of a new daily newspaper delivered to numerous hospital patients and staffers in several Pierce County Hospitals. This program resulted in a gain of more than 1,100 papers per day, and nearly \$95,000 in new advertising revenue.
- Organized and participated in several sales blitzes that increased local website advertising by 85% or \$1,000,000 in additional revenue for 2008.
- Developed, planned and organized an upscale demographic magazine, resulting in more than \$275,000 in annualized sales revenue.

Retail and National Advertising Manager - *The Sun News*, McClatchy Newspapers,
Myrtle Beach, SC (2001 – 2005)

Actively managed 40+ people in advertising, graphic arts, and advertising administrative areas with revenue responsibilities of more than \$21 million. Advertising successes included three consecutive years of revenue growth and exceeding budgeted expectations, development of multiple new products, and sharpening competitive skills of all reps and managers in advertising. Developed and implemented sales staff training so they were complete business and marketing consultants.

- Developed new weekly print and online publication, *Vitality*. New and incremental revenue exceeded \$450,000 in the first eighteen months of publication.
- Initiated online advertising sales blitzes that resulted in over \$475,000 in new online advertising revenue in 2004/2005.
- Worked with other departments to develop a new hotel newspaper product, yielding circulation gains of nearly 3,000 papers daily during the summer months, with more than \$75,000 in incremental advertising revenue for two consecutive years.

Advertising Director, *The Daily Ledger/Topics Newspapers*, Gannett Company, Indianapolis, IN (1998 – 2001)

Managed 30+ people in advertising sales and graphics art departments with revenue and expense responsibilities of more than \$12 million. Responsible for entire advertising department of this daily/weekly newspaper group.

- Using innovative target marketing developed and implemented a weekly builder and real estate section that drove \$450,000 in new business.
- Led a consortium of other newspapers in the state of Indiana to facilitate a combined television and online employment site that generated more than \$900,000 in the first year.

Other career experience:

Chicago Sun Times Newspaper Group- 1993-1998 Retail and Classified Advertising Manager for numerous publications in this group. Managed 40+ employees and more than \$65,000,000 in advertising revenue for this 750,000 + circulation group. Consistently advanced in revenue responsibility.

Gannett Newspapers Fort Myers News Press 1991-1993 Retail Advertising Manager. Responsible for management of all outside advertising sales staff at one of Gannett's leading properties.

Knight Ridder Newspapers The Miami Herald 1982-1991 Assistant Advertising Director, Broward and Palm Beach Counties. Responsible for managing 4 bureau offices housing sales and circulation department employees. Member of Operations Leadership Group. Consistent career advancement.

