

# CHRISTIAN TOTH

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## *Work History:*

### **VERSO ADVERTISING**

**New York, NY**

#### **Vice President, Account Supervisor**

**2016 - Present**

Organize account services for a portfolio of fourteen clients, including divisions of HarperCollins (NewsCorp), Penguin Random House (Bertelsmann / Pearson), Macmillan (Holtzbrinck) &al.

#### **Account Supervisor**

**2008 - 2016**

Improved procedures for campaign summary. Originated agency outreach practices. Developed client base, ushering in four new accounts. Oversaw media, creative, and production teams, from concept through fulfillment and reporting.

#### **Senior Account Executive**

**2003 - 2008**

Trained new employees. Researched cutting-edge media offerings for proposals. Conceptualized campaigns and presented to clients. Handled a major account during agency probation, and won the account. Designed more efficient briefing template.

#### **Junior Account Executive / Account Executive**

**1999 - 2003**

Adapted office practices to current technologies. Organized proposals and presentations. Strengthened relationships with clients and solidified commitments to more efficient spending plans. Wrote headlines, scripts, and body copy.

#### **Office Manager / Front Desk Receptionist**

**1997 - 1999**

Enforced deadlines for every ad in the agency. Checked and trafficked materials daily. Directed all calls and messages. Organized appointments. Generated and delivered contracts and schedules. Oversaw office conversion to digital database. Supervised administrative staff.

**BROKEN CHORD / DANIEL BAKER SOUND DESIGN** **New York, NY**

**Freelance Voice Artist:** [www.ChristianTothVoice.com](http://www.ChristianTothVoice.com) **2010 - Present**  
Narrate textbooks for Pearson Education.

**THE BEEKMAN SCHOOL** **New York, NY**

**Teacher, Teaching Assistant, Tutor** **1995 - 1997**  
Tutored students at private high school in English and U.S. History. Promoted to teaching assistant in French. Promoted to English teacher. During summer, accepted job at ad agency.

**SHAKESPEARE & CO. BOOKSELLERS** **New York, NY**

**Assistant Buyer, Manager** **1992 - 1996**  
Opened and closed shop, supervised staff, directed orders and returns. Assisted customers, ran cash register, received shipments and ran stock reports. Left to pursue teaching full-time.

***Affiliations:***

**PUBLISHERS ADVERTISING & MARKETING ASSOCIATION** **New York, NY**  
<https://www.pama-ny.org>

**President (2-year term, capped)** **2016 - 2018**  
Oversaw events with record-breaking attendance, expanded charitable giving.

**Vice President (2-year term, capped)** **2014 - 2016**  
Organized events, assigned subcommittees.

**Treasurer / Membership Officer (four 2-year terms)** **2008 - 2016**  
While combining duties normally divided between two Directors, simplified accounting, improved member tracking, managed invoicing and member lists for dues and events eblasts, trained successors in both roles to continue progress.

**Board Director** **2006 - 2008**  
Solicited event hosts, brainstormed event topics, volunteered at events.

## **Education:**

**NEW YORK UNIVERSITY, Tisch School of the Arts:** BFA 1993. GPA: 3.463  
Founders Day Scholar, Wasserman Scholarship Recipient

**CUNY, Hunter College:** 18 credits toward teacher certification 1996-98. GPA: 3.825  
Essay nominated for Library Award by Prof. Ann Raimés, author of *Keys for Writers*

## **Additional Skills:**

Word/Pages, Excel/Numbers, Powerpoint/Keynote, Wordpress, Amadeus Pro.  
Copywriting, Copyediting, Proofreading, Management.

## **Activities:**

*Moderator:* PAMA panel discussion: "Event Book Marketing Around the Year" with four New York area booksellers at Hachette Publishing Group (1/17/19)

*Interviewee:* "Bold TV / Bold Business" segment on book advertising (10/3/17)

*Reader, selector:* "Congregation" dramatic reading group, (monthly, 2007 - present)

*Dungeon Master, player:* 5E Dungeons and Dragons group (monthly, 2012-present)

*Second Degree Instructor (Honored):* Chinese Kung-fu Wu-su Association (2001-2012)

*Debator:* Todd Seavey debate: "Was Shakespeare Really Shakespeare?" (6/2/10)

*Volunteer, Team Leader:* HOPE Homeless Survey (annual, 2008-2010)

*ER Patient Liaison:* St. Vincent's Midtown Hospital: (weekly, 2004 - 2006)

*Actor:* The Brick; Gemini Collisionworks; Boomerang; Oracle; Vampire Cowboys et al.