

KYLE JORGENSTEIN

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EXPERIENCED MARKETING MANAGER

Motivated, highly organized project manager with eight years of experience successfully developing and implementing marketing and partnership programs. Background in trade show and special promotion planning and execution. Proven success in forging relationships with both internal corporate clients and outside vendors. Detail-oriented and focused on managing timelines and budgets. Looking to leverage strengths as a Product Development Manager.

PROFESSIONAL EXPERIENCE

TIME INC. New York, NY **1998—present**

Senior Marketing Manager, 2004—present

- Determine partnership programs for Time Inc. publications such as *People*, *Time*, *Fortune*, *People en Espanol* and *InStyle*, through market research and over 40 partnership negotiations and trade deals worth upwards of \$20 million
- Supervise asset allocation with corporate partners such as AOL, Newline Cinema, and the Turner Networks
- Develop, communicate and enforce corporate accounting and legal policies to over a dozen corporate partners and over 20 internal advertising clients to ensure Time Inc. brand integrity and consistency

Marketing Manager, 2002-2004

- Managed successful implementation of a new business protocol designed to control and protect Time Inc. clients' print media assets when trading ad space with other companies and magazines
- Developed first organization and utilization plan for internal ad space as a branding source, growing to \$30 million in four years; as a result, assigned to full manage this high-value resource and serve as an internal design consultant for clients hoping to maximize their ad campaign's placement in other publications

Associate Marketing Manager, 2000-2002

- Created and implemented program to leverage internal corporate assets for magazines by developing a communication network with over 30 magazines to keep abreast and utilize their last-minute remnant ad space to other clients' no-cost branding advantage
- Managed placement of free national ad space to highlight *People's* "Real People" branding campaign valued at \$2 million to ensure campaign's free ad placement; resulted in a team *US Ad Review 2000* from *AdAge* magazine

Assistant Marketing Manager, 1998-2000

- Launched two new Time Inc. brands via creative "grass-roots" marketing opportunities for *People en Espanol* and *REALSIMPLE* magazines through trade shows, radio on-air contests and parade floats to increase talk value and buzz with little to no budgets resulting in a *Time Inc. "INCITE" Award*

OGILVY AND MATHER ADVERTISING, New York, NY **1997-1998**

Media Planner

- Researched and presented media plan options to client and account groups for Kraft Products including Country time Lemonade and Maxwell House Coffee as well as new business pitches to national restaurant chains resulting in a seasonal, daily-executed campaign for Country time Lemonade and the win of new national accounts

VIRGINIA TECH, Blacksburg, VA **1996-1997**

Undergraduate Recruiter

- Presented course information, organized open houses, and assessed over 5000 candidates for admission
- Cultivated university relations with other universities and high schools guidance counselors

EDUCATION

BA, Communication Studies **1996**

Minor: Business Marketing
Virginia Tech, Blacksburg, VA

PROFESSIONAL DEVELOPMENT

Technology Skills: Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Bloomberg, ABC & MRI research tools

Training: Business Writing Seminar, Effective Management Seminar, Professional Presentation Clinic

Languages: Proficient in French, basic knowledge of Italian & American Sign Language

Volunteer: Group Therapy Facilitator/Grant Recipient, Juvenile Psychiatric Unit, St. Mary Hospital, Hoboken, NJ