

SAM KIRKWOOD III

Marketing Professional | Creative Talent | Advertising Specialist
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Key Strengths

Advertising and Graphic Design
Campaign Creation / Promotions
Digital Ad Serving
Publication and Magazine Design
Revenue Ideas and Audience Growth
Producing Sales Collateral / Presentations
Project Lead for Process Improvements
Email Campaigns / Copy Writing
Website Layout / Design
Developing Talent / Team Building
HR Protocols / Corporate Communications
Financial Management / Budgeting
Employee Recruitment

Software Knowledge

ADOBE CREATIVE SUITE:

InDesign ★★★★★
Illustrator ★★★★★
Photoshop ★★★★★
Acrobat ★★★★★
Flash (Animate) ★★★★★
Dreamweaver ★★★★★

MICROSOFT:

Office Suite ★★★★★

GOOGLE:

Docs / Sheets ★★★★★

DIGITAL APPLICATIONS:

Adventive (rich media design)
Mixpo (video ad production)
Word Press
Mobirise

EMAIL DEPLOYMENT:

What Counts Klaviyo
Mail Chimp Post Up

Education

- Bachelor of Science in Graphic Design
Minor in Marketing
The University of North Alabama, Florence, AL
- Graduate and Undergraduate Studies in Education
The University of North Alabama, Florence, AL
The University of Alabama, Tuscaloosa, AL

Professional Experience

NOV. 2016 to PRESENT

ADVERTISING OPERATIONS DIRECTOR

Omaha World-Herald | Omaha, NE

- Oversee the daily production processes and advertising workflow between the sales staff, digital specialists, support personnel and the regional advertising design center.
- Conceptualize, write, and design sales and marketing collateral and present updates to sales teams and support personnel.
- Manage the production and deployment of email and social media campaigns, virtual reality videos, and online contests.
- Administer company websites and provide customer support to inquiries.
- Prior to outsourcing, I supervised the department responsible for the production of print, online and rich media advertisements for our clients and select marketing efforts of the Omaha World-Herald, BH Media, and Lee Enterprises.
- Mentored staff in best practices in advertising design and directed workflow processes and protocols to improve efficiencies and advertising quality.
- Contributed to the overall direction of The World-Herald in regards to revenue opportunities and audience growth.

NOV. 2009 – OCT. 2016

CREATIVE DIRECTOR - Creative Services Center

New York Times Regional Media Group | Tuscaloosa, AL

- Oversaw the production of print and digital advertisements for 48 newspaper markets in the southeast and California while directing a department of 40+ employees.
- Responsible for the design and production of marketing and sales collateral, email campaigns, online rich media and other digital ad types.
- Supervised the team responsible for scheduling and managing online advertising campaigns on our internal network of websites and targeted campaigns on external ad exchanges.
- Directed monthly calls presenting new products and global sales ideas to advertising directors and other leading sales personnel.
- Traveled and trained sales and production personnel in procedures and software.

NOV. 2005 – OCT. 2009

MARKETING DIRECTOR

The Tuscaloosa News | Tuscaloosa, AL

- Produced and managed campaigns to promote The Tuscaloosa News, various niche publications and magazines, and their network of websites to increase readership and brand awareness.
- Promotional efforts consisted of direct mail, email, print and broadcast media, and online campaigns.
- Other duties extended to copy writing, advertising design, the purchase and placement of advertisements, negotiating print bids, producing sales collateral and promotional materials based on market research.
- Lesser assignments comprised of annual budget planning, software training, and meeting with clients to discuss advertising goals and solutions.