

Tony Thomas
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Professional Objective

A Marketing/Communications position that will allow me to leverage my 30+ years of professional experience.

Specialties

Technical Writing, Editing, Marketing, Communications, Advertising, Publishing, Inside Sales, Technology Sales, Customer Service, Computer Technology, Graphic Design, Photography, New Media, Broadcasting.

Sales, Marketing and Customer Service Experience

Business Development Specialist with Newark Electronics, a division of Premier Farnell PLC, an international corporation with over \$1 billion in annual sales. Manages a \$2 million geographic account base. Proactive penetration of over 1.2K diverse accounts in the emerging account sector in the Arizona, New Mexico and Nevada areas. Received Silver and Gold sales awards for profit growth. (2008-Present)

Account Specialist with Newark Electronics: Responsible for account service and account growth via up-selling, cross-selling and associated selling. Supported Government Small Business Team. Recipient of Quality Award and winner of several sales contests. (2006-2008)

Account Coordinator with Newark Electronics: Responsible for customer satisfaction, management of complex customer issues, ISO 9001 CAR processes, interfacing with vendors, Newark employees and a diverse mix of customers. (2002-2006)

Inside Sales Specialist with Newark Electronics: Responsible for account management, account service, account growth and development. Recipient of two Milestone Awards from the CEO and VP Sales for sales. Branch Computer Champion contributing Best Practices to other employees company-wide. Member of Corporate Communications Team. (1998-2002).

Account Manager with Copy Max, the printing and copying services division of Office Max, the #3 office supply warehouse chain in the U.S. Responsible for lead generation,

new account acquisition and account service. Also, responsible for management of Copy Max staff in the absence of the Copy Max manager. Coordinated sales in a territory covering downtown Cleveland, the I-77/Rockside Corridor and the west side of Cleveland. (1997-1998)

Shift Lead/Account Executive with Micro X, the computer system division of MicroXperts (Solon, OH), one of the fastest growing computer marketers in the United States with over \$50,000,000 in annual sales. Responsible for driving revenue for the evening shift team consisting of five account executives. In the first month in this position, achieved a triple bonus. Besides sales duties, assisted the VP Sales and VP Marketing with special projects including collateral material design, multimedia production as well as target market development. (1997)

Sales/Marketing Manager of PC USA, a national mail order computer company. Increased sales more than 30% and more than doubled the average sale while orchestrating a dramatic marketing shift with emphasis on computer system sales. Developed a national advertising campaign, direct mail pieces, a broadcast FAX system, a company brochure and other promotional materials. Coordinated the company's participation in the Cleveland Home and Garden Show and designed the exhibit and all promotional materials used at the show. (1996-1997)

Account Executive with CompuWorld, a national mail order distributor of computer systems and components. In addition to mail order sales duties, developed a comprehensive database marketing program, a broadcast FAX system and direct mail pieces. (1996)

Account Executive/Customer Support Representative with MicroXperts, a major mail order and wholesale distributor of computer hardware with over \$25 million dollars in annual sales. Sold nearly \$1,000,000 worth of computer equipment (generating \$150,000+ profit) within first eight months of hire. Also provided tech and product support to customers. (1995)

Computer Department Supervisor/Sales Associate with Circuit City, formerly the nation's largest retailer of specialty electronics with over \$5 billion in annual sales. Floor supervisor of a sales staff of five full and part time employees. Graduate of their Professional Sales Development Program and voted class MVP. In December 1994, was the store's #1 biller by over \$20,000 with over \$148,000 in sales. Was recognized as Sales Associate of the Month. (1994-1995)

Local Sales Manager of WJMO-AM. Supervised a staff of five salespeople and was responsible for all local sales and collection activity. Increased productivity and sales by 20% over previous year. (1989-1990)

Account Executive for KBRT-AM/Los Angeles. Served as a member of the station format transition team. (1980-1981)

Account Executive for Wave Newspapers/Los Angeles. Was one of the top billers in the recruitment advertising department. (1980)

Account Executive for Forum Publications/Los Angeles. Was #1 biller for the last three months there. (1979-1980)

Advertising and Marketing Experience

CEO of The Thomas Group, a consultancy providing integrated communications solutions to large and small businesses. Clients have included WDOK/WRMR, Roland Corporation, Kawai America, Brunswick Music Center and Norstan Corporation. Part time/freelance. (1989-1999)

President of Target Communications International, a full-service advertising agency/public relations firm. Clients included MFSB Shoes, Kawai America, New England Digital, Roland Corporation and Group IV Recording Studios. (1983-1989)

Vice-President Marketing Services/Creative Director of Media One Advertising/Los Angeles & Sunnyvale, CA. Clients served included Plantronics, SP Communications and World Airways. (1979-1980)

Vice-President/Account Services of Rogers, Thomas, Cross & Long Advertising. Clients included McDonald's, Grumman, RTA and Eaton Corporation. (1977-1979)

President of Mediatronics Advertising and Production Services. (1976-1977)

Broadcasting and Publishing Experience

Air Personality at Legato Café, an emerging Internet Broadcaster. 2009-2010.

Member of Board of Directors/Consultant/Air Personality at Internet Radio DAER, an international Internet broadcaster. (1999-2001)

Full-time Air Personality at WDOK-FM, one of Cleveland's top-rated adult contemporary radio stations. Worked under the direction of Sue Wilson, considered to be one of the top AC Program Directors in the U.S. (1991-1994) Returned to the station as a part-time air personality in 4/95. (1995-1999)

Part-Time Air Personality at WQAL-FM. Was the only part-time air personality to survive four format changes in less than a year. (1990-1991)

Announcer/Engineer at KTYM-AM/Los Angeles. Assisted in the design of the station's broadcast studio and audio chain. (1981-1989)

Staff Instructor at Ohio School of Broadcast Technique. (1976-1979)

Audio/Home Electronics/Pro Music editor of SCENE Magazine, Ohio's largest entertainment weekly. (1978-1980, 1989-1999)

Regular Contributor to Recording Magazine (formerly Home & Studio Recording). (1993-2002)

Assistant Head Writer for Winston and Winston, Inc., a high-technology public relations firm. (1990)

Contributing Editor with Mix Magazine. (1984-1990)

Regular Contributor to AV/Video. (1986-1988)

Regular Contributor to Roland User's Group. (1985-1988)

Has also written for Electronic Musician, Millimeter, CCM, Music Computers and Software, Kawai News, In Sync, and Transoniq Hacker.

Licenses

FCC General Class Radiotelephone and FCC Technician Class Amateur License

Education

Professional Sales Development Program/Circuit City Stores (Class MVP). (1994)

Business Administration Major at Compton College/Los Angeles. 4.0/4.0 GPA. (1979-1980)

Account Management Development Program/Carr Liggett Advertising. (1979)

Fundamentals of Advertising/Cleveland Advertising Club. Cum Laude graduate. Also a graduate of their Broadcasting and Public Relations courses. (1977-1978)

Broadcast Announcing Program/Ohio School of Broadcasting. Also a graduate of their Broadcast Engineering Program. (1974-1977)

Graduate of programs in Basic Business Procedure and Advanced Business Management/MEDCO of Cleveland. (1976-1977)

High School Diploma/Shaker Heights High School. College Preparatory Curriculum with emphasis in broadcast production. (1970-1974)

Professional Recognition

Who's Who in the West, Who's Who in California, Certificate of Appreciation/Inglewood Chamber of Commerce, Air Personality of the Month/WDOK-FM (June 1993), Plaque for Distinguished Service/WDOK-FM, Milestone Awards/Newark Electronics, Quality Award/Newark Electronics, Gold and Silver BDS Profit Growth Awards/Newark Electronics.