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Objective

Utilize effective leadership strategies to facilitate a wide variety of marketing campaigns within numerous verticals. Leverage my wide range of marketing skills to develop integrated marketing initiatives for new and existing clients.

Work Experience

Ifficient Interactive

Director of Sales & Strategy • Oct 07 - Feb 09

- Created and executed customer acquisition strategies for top-tier advertisers including American Express, SC Johnson, Huggies, The North Face, Argosy University and Ashford University
- All campaigns were performance driven to guarantee clients' return on investment. Initiatives ranged from CPL, CPC, CPM to CPA
- Generated over \$1 million in new business since 2007 and managed all media assets comprised of approximately 100 campaigns
- Engaged in daily client interaction regarding reporting and optimization plans
- Developed The Education Project, a new division serving colleges and universities, both online and campus based
- Created, managed and launched an internal web property, DegreeChemistry.com, that aligns prospective students with colleges and universities
- Assisted in the development of a proprietary technology platform including call center management tools, vendor tracking and optimization, social networking tactics with Facebook and MySpace, as well as Web 2.0 strategies
- Managed workflow between creative departments, outside vendors and internal technology staff
- Conducted back-end reporting, including the monitoring of scrubs, final numbers and COGS
- Analyzed daily sales and delivery reports

The Concept Studio

Programs Manager • Aug 06 - Oct 07

- Assisted the CEO and Executive Vice Presidents on a daily basis managing programs entering the agency (AT&T, Cingular, NY Jets, NCAA, EA and Sony Mobile Games)
- Managed mobile and Internet sweepstakes programs from concept creation through program reporting and analysis
- Launched Cingular Music and MySpace Mobile services to both employees and consumers, including the development of an interactive CD with online support
- Coordinated and programmed mobile marketing initiatives utilizing numerous platforms (VeriSign, SinglePoint and Air2Web)
- Acquired knowledge with all carriers in SMS, MMS, WAP, LBS, IVR, ringtones and wallpapers

TracyLocke

Account Executive • Oct 04 - Aug 06

- Communicated daily with Account Services to manage activity, advise departments of project priorities/timing, maintain monthly calendar and FSI/Stewardship reports
- Generated creative briefs to clearly communicate objectives to the creative team
- Researched market/consumer trends to conduct and lead brainstorming sessions for product launch
- Managed partnering agencies/vendors for a 360 activation including on-pack sweepstakes, instant win promotion and grassroots tour

Education

Skidmore College • May 04

- BS in Business Management. Minor in Economics

Relevant Skills

- Proficient in Microsoft Office Suite, SugarCRM, Adobe Photoshop and Illustrator