

TOMAS QUINONES

137-05 Franklin Ave, Flushing, NY 11355 | (646) 262-9181 | tom.quinones@gmail.com

PROFESSIONAL PROFILE

- Developed all marketing-related strategies for digital start-up and international horse racing news and information provider, Thoroughbred Racing Commentary [ThoroughbredRacing.com]
- Marketing Director with more than 10 years of experience overseeing print, digital, and broadcast media campaigns, managing projects with budgets of up to \$25 million
- Career history of managing relationships with industry-leading clients including General Electric, Xerox, AT&T, Johnson & Johnson, Chobani, and Lowe's and media partners such as Time Inc., Scripps and AOL

SUMMARY OF SKILLS

- | | | |
|--------------------------|-------------------------------|---|
| • Marketing Initiatives | • Sales | • Customer Service/Client Relationships |
| • SEO/SEM Specialist | • Proposal Development | • Corporate Negotiation |
| • Social Media Marketing | • Mediatools | • Learning and Development |
| • Google Analytics | • MRI, IMS, Nielsen, comScore | • MS Office Suite |
| • Statistical Analysis | • DDS/Mediaocean | • Adobe Creative Suite |
| • Fluent in Spanish | • PeopleSoft | |

PROFESSIONAL EXPERIENCE

Thoroughbred Racing Commentary (TRC)

New York, NY

Director of Marketing

Jan 2014 – April 2015

- Oversaw all consumer and client-facing marketing/sales initiatives on behalf of an international news and information services provider for the horse racing industry, reporting directly to the President/Publisher
- Supported launch through digital media campaigns which have generated millions of impressions, garnering 30k unique visits each month, and established a social media network boasting over 25k Facebook likes
- Contributed to development of mobile optimized site, incorporating responsive theme and improving user experience
- Devised SEM and SEO strategies which achieved continuous traffic growth since site launch, evaluating site traffic trends using Google Analytics and optimizing brand visibility using Google and other offerings
- Performed analysis of audience demographics, site traffic, and industry trends, constantly working to meet company objectives and focus on target audience
- Managed relations with new and existing clients, designing marketing materials using Adobe Creative suite
- Created e-newsletter distributed to 10,000 industry contacts using MailChimp, representing new company revenue stream

OMD, an Omnicom Media Agency

New York, NY

Associate Director, Strategy

March 2013 – Jan 2014

Supervisor, Print Investment

June 2008 – March 2013

Analyst, Print Investment

*Oct 2006 – June 2008***

Assistant Analyst, Print Investment

May 2005 – Oct 2006

- Oversaw \$25 million media campaign as Associate Director and acted as primary client contact while coordinating integrated promotional initiatives with clients and vendors including Conde Nast, NBC, Scripps, AOL, and Dwell
- Developed and executed media campaigns for major corporate clients including General Electric, Lowe's, Chobani, and Johnson & Johnson (CPG, OTC, DTC)
- Led the development of media scoring models and cost analysis using syndicated research tools to create and pitch recommendations to clients
- Fostered relationships with partner agencies and corporate vendors, managing negotiations to promote cost-effectiveness of key programs
- Optimized campaign performance to deliver a high level of client service in accordance with client goals
- Trained and supervised direct reports including strategists and supervisors, managing team's adherence to project budgets and timelines while monitoring and implementing plans to meet client objectives
- Participated in New Business agency pitches for accounts that range from \$10M to \$3B in media spend

** Mediaedge:cia - Senior Communications Analyst from 09/07 – 06/08, assigned to the Xerox and AT&T accounts

EDUCATION

Baruch College, Expected December 2015, Flex-Time MBA – Marketing and International Business and Marketing

Skidmore College, May 2004, Bachelor of Science – Business Management