

gdonohue@garydonohue.com 804-928-8591

## GARY DONOHUE

### *This is what I have done...*

#### **1986 - 2011. Marketing Communications Contractor**

##### **Founder of Marketing Firm**

(January 1986 to present)

Richmond, VA

- Donohue Research & Marketing
- Practices: Professional Marketing Services, B2B and B2C, Market Research Field Services, Database software applications R&D Project Manager, One-to-One / Direct Marketing Campaigns, Telemarketing and IVR software and script development, DRTV campaigns, Media planning and buying, Media Forensics, Consumer Media Ratings & Research Expert, Web Design, Internet and Email marketing through Constant Contact - GoTo Meeting, Convention Speaker / Seminar Presenter.
- Clients: Broadcasters, TV, Cable TV, Arbitron, Retail businesses ranging from single storefronts to major Automotive, Real Estate, Insurance, Legal Marketing, Political, Corporate Board Recruitment, Internet Startups.

#### **1979 - 1986. Corporate Sales Management**

##### **Regional Sales Manager**

(January 1979 - January 1986)

Chicago, Dallas, Denver

- The Arbitron Company, Chicago and Dallas
- McGavren Guild / Interep, Denver

#### **1972 – 1979. Broadcasting**

##### **Account Executive**

(January 1974 - January 1979)

Ft. Wayne, Chicago, Washington D.C.

- Local Radio direct sales

##### **On Air Broadcaster**

(January 1972 – January 1974)

Macomb, Ft. Wayne

- Local Radio air talent / newscaster

#### **Education: Western Illinois University, BA**

1971-1974 On Campus in Macomb, IL

2003 Completed Degree On Line through BOT

Communications Arts & Sciences

Music Vocal Performance

### *This is what I can contribute to your firm....*

#### **Sales | Marketing | Advertising | Research | Analysis**

My point of reference comes from four decades of hands on decision making experiences in business.

I have been using MS Office since it was first introduced in 1990, and I really enjoy working with the most current versions of Excel and PowerPoint for PC or MAC.

For many years I focused on software development for consumer marketing research, based on dBase and derivative applications as the general project manager and lead developer. I know and understand how to write and document software code, set up databases properly, for fault tolerance and B2B syndication. Integrating multiple databases to render actionable intelligence is my specialty.

I was an early adopter of MapInfo desktop software in the late 80's but my current preferred ASP mapping solution is ESRI. I visualize data, and present it in a way others can understand with maps, an essential capability in the Direct Response Marketing practice, or any competitive ground game – including political campaigning.

Many colleagues and clients refer to me as a “jack of all trades” capable of facilitating Focus Groups, fielding Marketing Studies, managing the Branding Process, Commercial Production, Database Management, Direct Marketing, Experiential Marketing, Traditional Media Buying and Media Forensics.

Combine all of the above with my success selling my own products and services, along with a proven track record as a seller or sales manager in broadcasting and related companies and sitting before you is a marketing machine.

Well, *at least before you on paper* that is.

When can we meet in person to discuss your expectations?

**Relocation:** YES

**Contract for hire:** YES

**SKYPE:** [gary.donohue53](http://gary.donohue53)

**Website:** <http://www.garydonohue.com>

**Travel:** YES up to 70%

**FTE:** YES

**LinkedIn:** YES