

# Gary James Donohue

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## Summary

**Senior Leadership:** Dynamic and innovative thinker with more than 30 years experience in marketing and sales; a professional brand relationship developer & brand marketer.

## Career Accomplishments

- Founded and built Donohue Research & Marketing into a seven figure marketing and consulting firm serving over 100 different radio broadcasters and Cable TV.
- Invented P1 Ratings methodology and sold the invention and proprietary application software to The Arbitron Ratings Company.
- Pioneer using IVR systems for call out research and telemarketing.
- Conducted hundreds of multi-level integrated direct marketing campaigns.
- Design, fulfillment, analysis and presentation of findings on dozens of market perceptual studies, focus groups, brand testing and product testing studies.
- Convention and Seminar speaker.
- Developed brand management system and best practices for broadcast clientele that has evolved into a brand development system for any company wishing to adopt a differentiating business strategy.
- Developed REM - a proprietary new business generation system especially for media and advertising/marketing firms.

## Education & Training

### Bachelor of Arts Degree:

Western Illinois University  
Communications Arts & Sciences  
Music - Vocal Performance

### Certification:

MOS Certified PowerPoint Specialist  
C.R.M.C.

### Training:

MS Office / FrontPage / Web Hosting  
Xerox Professional Development  
Forum Corporation  
Greenwood Selling Systems

### Keywords:

brand development, sales and marketing

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

## PROFESSIONAL MARKETING EXECUTIVE

Market Research / Brand Development / Strategic Positioning  
Advertising / Media / Direct Marketing / Promotion  
Sales Management / Sales Training / Direct Selling

## Qualification Highlights

- **Purpose:** assist companies with strong top leadership who want to “adopt a differentiating business strategy” through a systematic approach to customer brand development & marketing, and companywide operational change.
- **Communication Skills:** ability to represent and achieve corporate transformation goals when “everyone wants to be right.”
- **Senior Leadership:** design and implement training and professional development programs and projects to ensure all team members are prepared to embrace and satisfactorily complete assigned tasks.
- **Technological Orientation:** hands-on ability to design, develop, and implement internet, intranet, and new-media projects for B-2-B and B-2-C applications; high skill level with all MS Office applications.

## Professional Experience

### LDF of Virginia (2007 to 2009)

*Owner Operator of Snap Fitness – Franchisee 3 retail locations*

### Martin Branding Worldwide (2007)

*Project Research Director – Business Development*

### Creative Communications Inc. (2006)

*VP Marketing / Account Services – Richmond VA*

### Donohue Research & Marketing (1986 - present)

*Founder – Richmond, VA*

- Professional Marketing Services Consultant
- Market Researcher – focus groups, perceptual, product testing
- Brand innovation, design and development
- One-to-One / Direct Marketing Campaigns - Dbf design, creative development, tracking, and implementation; B2C and B2B.
- Media planner and buyer – all traditional media & direct marketing
- Internet web design and development supervision
- Database software applications research & development
- Business Plan Writer – PPM content IP, & Financial Proforma
- Consumer Media Ratings & Research Expert
- “Worst To First” Ratings Strategic Brand Marketing Consultant.
- Media Account Executive Sales Trainer

### Sales Management (1979 - 1986)

*Regional Sales Manager-Chicago, Dallas, Denver.*

- **The Arbitron Company**, Chicago and Dallas, to sell syndicated ratings products and services to radio broadcasters and radio group managers, to train broadcast sellers, media planners & buyers, and as a research methodology expert and custom ratings research product developer.
- **McGavren Guild** and Interep, Denver Regional Manager, ad sales representation for stations in over 250 markets nationwide.

### Local Radio Advertising Seller (1974 - 1979)

*Account Executive- Ft. Wayne, Chicago, Washington D.C.*

- Over 5 years local direct sales experience in small, medium and major markets, selling millions of advertising dollars. Expert use of media research in sales presentations to retail advertisers and media buyers.