

# Gary James Donohue

2628 Gayton Grove Rd., Richmond, VA 23233

Cell: 804-928-8591 Email: [gdonohue@garydonohue.com](mailto:gdonohue@garydonohue.com)

## WEB PAGE

 Experience, photo, philosophy can be found at <http://www.garydonohue.com>

## EDUCATION

BA, Communications & Vocal Performance, Western Illinois University (January 2003)

'71-'74 on campus, then through Board Of Trustees program returned to complete BA in 2003.

## EXPERIENCE

### **Account Executive Sinclair Broadcast Group, Inc** (May 2010 to present)

WRLH FOX 35 Richmond, VA - Local Account Executive acquiring and retaining advertisers through the "3 Screen Approach" multi-cast digital spectrum platforms - TV, Mobile, Internet convergence

- WRLH TV/DT 35 and WRLH DT 35.2 MyTV,
- MobiDeals Smart Phone Application
- Internet Media

### **Owner Operator of Retail Franchise** (January 2007 to April 2009)

- Snap Fitness - 24/7 "express fitness" gym with 3 Richmond, VA metro retail locations
- Well versed in all aspects of retail membership franchise operations including "sticky" marketing for the acquisition and retention of members. I "know and understand" the 21<sup>st</sup> century retail climate.

### **Founder of Marketing Firm** (January 1986 to May 2010 – independent contractor)

Donohue Research & Marketing - Richmond, VA

- Professional Marketing Services - Brand Relationship Consultant
- Market Researcher - focus groups, perceptual, product testing, in the field and on line e.g. Zoomerang
- Brand innovation, design and development
- One-to-One / Direct Marketing Campaigns
  - Dbf design, creative development, tracking, and implementation;
  - B2C and B2B
  - DRTV, concept production, lead generation and call center capture, ROI tracking by media use.
- Media planner and buyer - all traditional media & direct marketing
- Internet
  - Web Design & Development including MS Web Expressions
  - Constant Contact
  - GoTo Meeting
  - MS Outlook
- Database software applications research & development
- Business Plan Writer – Private Placement Memorandum content, Intellectual Property, & Financial Pro Forma

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### *Donohue Research & Marketing - Richmond, VA (cont'd)*

- Consumer Media Ratings & Research Expert; Arbitron, Nielsen, and qualitative.
- "Worst To First" Ratings Strategic Brand Marketing Consultant.
- Media Account Executive Sales Trainer
- Master Stand-Up Presenter; from convention audience size to one-on-one, PowerPoint, GoToMeeting

### **Donohue Research & Marketing 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. It stands today as the primary methodology for Arbitron programming evaluation.
- Pioneer using IVR systems for call out research and telemarketing.
- Conducted hundreds of multi-channel 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. Including NAB, RAB, Broadcast Corporations, Broadcast Consultants, Local Ad Clubs.

### **Donohue Research & Marketing Client Highlights:**

- Studio 108 (2009 Richmond, VA)
  - Sales Development Video Production of TV & Internet commercials & corporate video
  - Providing full range agency services to clients on an "on demand" basis
- Martin Branding Worldwide (2007 Richmond, VA)
  - Project Brand Research Director - Business Development
- Creative Communications Inc. (2006 Richmond, VA)
  - VP Marketing / Account Services
- Walter Stosch (2005-2008 Richmond, VA)
  - Candidate Campaign and Legislative Web Site development
  - Sarbanes Oxley project work.
- Mike McVay (1986-2007 Cleveland, OH)
  - Direct Marketing Campaigns for the firm's clients
  - Seminar Guest Trainer
  - Audience Research; weekly call out and library music testing, market perceptual studies.
  - Special Project development
- Broadcast Clients (1986 -1996 in 46 states)
  - Over 100 client markets on the travel schedule.
  - Radio formats including all versions of AC, CHR, Rock, Oldies, Easy Listening, Country, Oldies, Religious, Hispanic, and News Talk, plus specialty content like Smooth Jazz, Classical, Sports, Big Band.

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### **Corporate Direct Selling Experience** (January 1974- January 1986)

#### **Regional Sales Manager** (January 1979 - January 1986 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 for Arbitron Farm Studies.
- McGavren Guild and Interep, Denver Regional Manager, ad sales representation for stations in over 250 markets nationwide. Revenue growth from low \$100s to over \$1.9 million.

#### **Account Executive** (January 1974 - January 1979 Ft. Wayne, Chicago, Washington D.C.)

- Over 5 years local direct sales experience in small, medium and major markets, selling millions of dollars of advertising. Expert use of media research in sales presentations to retail advertisers and media buyers.
- Stations included: WOWO, WFYR, WMAQ, WJJD, KIX 106.

#### **On Air Broadcaster** (January 1972 – January 1974 Macomb, Ft. Wayne )

- Began my work in broadcasting as a full time announcer/3<sup>rd</sup> class licensed operator of WKAI Macomb Illinois while attending college full time. Continued on to Ft Wayne suburban station WHLT before moving into sales.

#### **Honors / Awards**

Certification: MOS Certified PowerPoint Specialist C.R.M.C. Training: MS Office, FrontPage - Web Expressions, VISTA, Web Hosting, Xerox Professional Development, Forum Corporation, Greenwood Selling Systems

References available upon request.