

Vicki L. Kreher

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Experience

WSIL-TV3, Carterville, Illinois, May 2001-July 2006

Account Executive

- ◆ Developed new business
- ◆ Wrote commercial copy
- ◆ Created story boards
- ◆ Set up commercial shoots
- ◆ Sold air time and website space
- ◆ Created reports using ACNielsen Medialine® and Stellar® report generators
- ◆ Interpreted raw Nielsen data to create marketing presentation pieces
- ◆ Consulted with clients to determine the most effective IMC media placement strategy
- ◆ Assisted with coordination of annual Kids' Fair and Senior Lifestyle Expo events
- ◆ Clients: Best Buy, Big Lots, Honda Regional Marketing, Tunica, Arkansas Parks and Recreation, Fred's, Barkley Regional Airport, Dollar General, Dillard's, Kay's Merchandise,

St. Louis Post-Dispatch, St. Louis, Missouri, January 1997 - May 2001

Customer Outreach Manager, Circulation Department

- ◆ Supervised 22 full and part-time customer service representatives
- ◆ Negotiated with union shop stewards
- ◆ Hired, fired, promoted staff
- ◆ Developed customer service training pods and provided training for staff
- ◆ Intervened with difficult or irate customers
- ◆ Communicated delivery problems to route managers

Account Executive - Managed Clayton/Washington University Territory: \$1,400,000 annual revenue

- ◆ Developed and coordinated three new annual West Zone publications
- ◆ Coordinated bids, sales, production, advertorial content, printing and distribution of three annual full-run sections
- ◆ Designed ads
- ◆ Wrote ad copy
- ◆ Advised clients on most effective IMC media placement strategy
- ◆ Pitched ideas and products to ad agencies
- ◆ Involved with launch of STLPD.com, now STLToday.com; introduced clients to the website and arranged meeting between our clients and our internet technical support staff; was highest-billing account executive
- ◆ Sold website banners and presence to local clients and agencies
- ◆ Designed website banners and buttons
- ◆ Assisted with coordination of events: Clayton Gallery Nights, and St. Louis Art Fair

Suburban Newspapers of Greater St. Louis, Missouri June 1995-January 1997

Recruitment Advertising Sales Manager, August 1996-January 1997

- ◆ corporate-level business-to-business management position

Retail Advertising and Business Manager, South Publishing Company, June 1995-August 1996

- ◆ Managed sales and business side of 6-paper division; 2.4 million budget
- ◆ Hired, trained and developed staff of 14: sales staff, artists, page layout & reception
- ◆ Budgeted, set goals and incentives, tracked and reported performance
- ◆ Led staff to exceed revenue goals and consistently achieve top contract sales
- ◆ Created ads using Ad Builder software during 6-month period without artists

Daily Egyptian, Southern Illinois University Carbondale, November 1991-June 1995

Classified Advertising Manager

- ◆ Hired, trained and supervised staff of 10 part-time student employees
- ◆ Managed daily operations of Classified Advertising office
- ◆ Streamlined subscription processing by setting up first subscriber database and automating subscription mailing process.
- ◆ Set up safety-reporting system for students traveling after-hours and on weekends

Department of Theater, Southern Illinois University Carbondale

Publicity/Promotions Specialist, June 1990-January 1991 (“extra help” 900 hour appointment)

- ◆ Planned receptions and annual banquet for patrons and alumni
- ◆ Produced and released publicity materials, produced programs, posters, and displays
- ◆ Arranged for ushers, planned mini-events around plays and decorated lobby
- ◆ Prepared and distributed national "call for auditions" for Summer Playhouse
- ◆ Supervised graduate assistants, community and student volunteers

WTAO-FM, Murphysboro, Illinois, April -June 1990 and January - November 1991

Account Executive

- ◆ Planned and coordinated special promotions for the station and for clients
- ◆ Wrote commercial scripts
- ◆ Attained revenue from local and national accounts and agencies

The Benton Evening News, American Publishing Company Inc., Benton, Illinois

Advertising Manager/Marketing Director, November 1989-January 1990

Southern Illinoisan, Carbondale, Illinois February 1985-November 1989

Account Executive, February 1987-January 1990

- ◆ Attained advertising revenue from over 150 accounts, through constant growth and development of territory; 70 active accounts average (consistently highest of team)
 - ◆ Planned and coordinated special events for the downtown Carbondale merchants group
- Receptionist, Co-op Ad Coordinator, Inside Sales Representative, February 1985-1987*

Education

MBA, Southern Illinois University, in progress

B.S. Geology, Southern Illinois University Carbondale, 1986

Courses Taught

JRNL 302 Advertising Copywriting

JRNL 303 Creating Advertising IMC Messages

JRNL 305 Direct Response Advertising

JRNL 160 Mass Communications and Society

Publications

“Colors of Spring” – full color magazine for interior design community of Clayton, Missouri, April 1998; distributed by the St. Louis Post-Dispatch.

“Holiday Treasures of Clayton” – full color magazine for merchants of Clayton, Missouri, November 1997 and 1998; distributed by the St. Louis Post-Dispatch.

“Appointments” – magazine created for the interior design community of Clayton, Missouri, October 1997 and 1998; distributed by the St. Louis Post-Dispatch.

St. Louis Art Fair Program Guide – Full Color Rotogravure Magazine, 1999; distributed by the St. Louis Post-Dispatch, and via free distribution at the event.

Publications Coordinated (ROP)

“Mother’s Day”, St. Louis Post-Dispatch, 1998, 1999, 2000

“Quarterly Investment Guide”, St. Louis Post-Dispatch, 1997, 1998, 1999

“Brides”, St. Louis Post-Dispatch, 1998, 1999, 2000

College and Department Service

Faculty Advisor for “unleashed” student website and magazine, launch date: Spring 2010.

Represented MCMA college at SOAR (Student Orientation Advisement Registration) luncheons with incoming freshman and their families, 2009

Assisted with student move-in day at Kellogg Hall dormitory, 2008, 2009.

Judged Illinois Newspaper Association’s Advertising Category Competition, 2008

Media Arts Train 2008 – made a presentation about teaching creativity to Illinois high school teachers at a continuing education seminar organized by the MCMA college.

Judged IHSA Sectionals advertising and yearbook theme competitions 2007, 2008, 2009.

Advertising Faculty Search Committee, Fall 2007.

Regularly guide Journalism Department tours during open house events and family visits
2007 – present.

Represented Journalism Department at university graduation ceremonies, 2007, 2008.

Faculty Advisor for Saluki Advertising Agency, Fall 2006 – present.

Advertising Faculty Search Committee, Fall 2006.

Community Service

Garden 13 planner and designer - Marberry Arboretum; Marketing Committee - Southern Illinois Community Foundation; Opera Theatre of St. Louis, marketing committee; Literacy Connection: planned and promoted Readers' Reunion

Training

Numerous seminars and classes, including
Association for Education in Journalism and Mass Communication (AEJMC),
Boston, MA, 2009
Attended pre-conference advertising teaching workshops.
"Business Etiquette", St. Louis Junior League
Peak Performers Network
STAR sales training, Gannett-based program
Lee Enterprises Corporate Executive Advertising Program (LEAP)
"Dealing With a Difficult Public"