

Norm Elrod
Jackson Heights, NY
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PROFILE:

An effective and versatile manager with creative know-how, keen business acumen, exceptional communication skills and superior organizational talents, who thrives in a dynamic work environment. Marketing and Information Systems MBA with qualitative and quantitative abilities who has succeeded in marketing, market research, packaging development and writing/editing roles. Experience driving day-to-day development and implementation of innovative marketing programs. Adept at organizing and supervising cross-functional project teams that develop, maintain and improve intricate products. Skills include marketing management, product management, project management, online marketing, qualitative and quantitative analysis, collateral development, P&L statement administration, public speaking and business writing.

EXPERIENCE:

Search Engine Marketing Agency, New York, NY, 2007 – 2008

Marketing Manager

- Directed corporate marketing department for leading search engine marketing agency, overseeing budgets, multiple vendors and staff of two
- Established, executed and enhanced marketing strategies and tactics – including branding, PR, advertising, collateral, conferences and case studies – aimed at potential corporate clients
- Evaluated and initiated overhaul of corporate branding and reputation to expand market awareness, generate potential client leads and upgrade client base

Market Research Company, New York, NY, 2006 – 2007

Product/Marketing Manager, Entertainment

- Headed cross-functional project teams to build and improve market research products that examine consumer brands, media and music consumption habits
- Defined and executed marketing strategies for market research products – such as target audience, positioning, competitive set, pricing and packaging
- Steered day-to-day implementation and growth of marketing programs – including collateral, internet, PR and direct mail – aimed at record labels and movie studios

Major Record Label, New York, NY, 2002 – 2006

Packaging Manager

- Managed packaging development process across Marketing, Creative, Production, A&R, Copyright and New Technology departments for CDs, DVDs and other formats
- Spearheaded development of marketing and point-of-sale materials, market research aids and company-wide style guides for new industry software formats
- Supervised and motivated packaging development staff and liaised with other departments to streamline workflow, upgrade standards, maximize efficiency and solve problems
- Researched, wrote and edited liner notes for quality, accuracy, consistency and legal compliance in high-volume, fast-paced, deadline-oriented environment

EXPERIENCE (continued)

Freelance Writer and Editor, New York, NY, 2000 – 2004

- Wrote features and music reviews and conducted interviews for *CMJ New Music Monthly*, *villagevoice.com*, *barnesandnoble.com*, *allmusic.com* and other print and online periodicals

Music Website, Brooklyn, NY, 1999 – 2000

Assistant Editor

- Wrote features, reviews, news stories and promotions and conducted interviews for leading live music site
- Edited freelancer and staff content submissions to define and direct voice of site

EDUCATION:

Fordham University, New York, NY, 2001 – 2005

Master of Business Administration, Marketing and Information and Communications Systems

- Classes included Product Management, New Product Development, Consumer Behavior, Market Research, Accounting, Finance, Calculus, Statistics, E-Marketing, E-Business Strategies, Database Management and Systems Development
- 3.98 GPA, 700 GMAT (93rd percentile)

Franklin & Marshall College, Lancaster, PA, 1990 – 1994

Bachelor of Arts, Economics

TRAINING:

Practical Product Management, 2006

Management Essentials Leadership Training, 2003