

Ainsley E. Hyman

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Objective

To obtain a creative marketing and/or advertising position with a forward-thinking and innovative company.

Work Experience

Senior Digital Campaign Specialist

Apr '09 – present

Digital Campaign Specialist

Jan '08 – Apr '09

TMP Worldwide Advertising & Communications

Atlanta, GA

- Implement online media campaigns for high-profile, Fortune 500 clients
- Manage multiple campaigns and thousands of ads to ensure that none are dropped
- Optimize campaigns in progress, maximize media effectiveness and return on investment
- Provide technical expertise to identify and resolve any issues with campaign tracking and/or reporting
- Compile weekly status reports and analyze results of online advertising placements
- Work closely with account teams to ensure that campaigns are meeting client's expectations and goals are met

Marketing Analyst

Apr '10 – present

Precision Turbo and Engine

Hebron, IN (working remotely)

- Develop the annual marketing plan, strategies, tactics and resources
- Create, promote and manage PTE social media marketing campaign (Facebook, Twitter, etc.)
- Design print/video ads to support promotional campaigns including the yearly product catalog
- Organize email/direct mail campaigns; write editorial pieces, technical articles and press releases
- Oversee development and implementation of all-new company website
- Maintain PrecisionTurbo.net website, manage content, track and analyze site activity
- Coordinate, attend and participate in trade show, motorsports events and sales meetings
- Manage the Precision Turbo and Engine driver sponsorship program
- Promotion of the Big Stuff 3 NHRA Pro Mod 1968 Camaro racecar and other sponsored drivers

After-Hours Webmaster

Nov '09 – present

Marketing Manager

Aug '07 – Jan '08

TSI Solutions

Stone Mountain, GA

- Ownership, administration and troubleshooting of Tour de Force Customer Relationship Management software
- Implemented online e-commerce product catalog of major industrial automation parts supplier
- Designed and produced direct mail/e-mail marketing campaigns and promotional materials
- Qualified and followed through with sales leads
- Compiled and updated sales reports on a weekly basis
- Arranged training, seminars and travel for sales engineers and customers

Marketing Analyst, Advertising

Sep '04 – Mar '06

Garrett Turbo Technologies, Honeywell

Torrance, CA

- Developed and supported the *Turbo by Garrett* marketing campaign including: TurboByGarrett.com website launch and maintenance; clothing and marketing collateral; monthly articles for site publication
- Developed marketing plans for niche markets (performance turbo diesel, drift, etc.) including extensive and targeted market research, profiling of drivers and race teams, development and promotion of new products, etc.
- Acted as a technical liaison between the marketing and engineering departments
- Motorsport event and trade show project management including: coordination and organization; marketing, sales, and technical support; consumer relations
- Worked with the legal department to protect against unauthorized and fraudulent selling of product(s)
- Designed, developed and produced of the first ever 68-page, full-color Garrett print catalog

Project Manager, Analyst

Sep '03 – Aug '04

Unisys, Systems & Technology Strategic Marketing

Malvern, PA

- Managed portions of Requisite Pro database including updating and editing program and platform requirements
- Created and maintained an extensive library of reports summarizing and analyzing critical project timeframe information
- Organized the strategic marketing process including: coordination of presentations and meetings; market research assistance; etc.

Education

Drexel University - Philadelphia, PA
Bachelor of Science in Business Administration/Marketing
Minor in Communications

Summa Cum Laude
Cumulative GPA: 3.90
In-Major GPA: 4.00

Computer Skills

Operating Systems: Microsoft Windows; Mac OS; Unix/Linux

Graphic Design Software: Adobe Photoshop CS5, InDesign CS5, Illustrator CS5, Fireworks CS5, Acrobat, Pagemaker; Quark

Web Development Software: Adobe Dreamweaver CS5; hand-coding HTML, PHP & CSS

Productivity Software: Microsoft Word, Excel, PowerPoint, Access, Outlook, Visio; Rational RequisitePro, SoDA for Word; Telelogic DOORs; SPSS; OS Commerce; Joomla; WebTrends; DoubleClick/DART; OpenX; MediaMind (formerly EyeBlaster); Activant Commerce Center/Prophet 21; MRH Tech Tour de Force CRM

Certifications: Google Analytics Certified

Hobbies & Interests

- *Horseback Riding* – 15+ years experience riding, training, and competing English hunter-jumpers and equitation
- *Automotive* – racing, building, maintaining and working on race cars
- *Creative* – website design and development, graphic design, illustration and photography