



## Digital Media Marketing and Advertising Marketeer

### Resume (Self Employed)

Content Creator, Advertising & Marketing, Promotion and Research, Direct Marketing, Ad-Copy, Public Relations, Business Branding, Market Research, Internet Campaigns, Audio/Video Commercials, Tele-Marketing, Database Marketing, Think Tank..

As a Self Employed Ad Agency Owner I have utilized the following **Software** for the past 5 years in marketing my Clients.

- Microsoft Word and Works
- Dream Weaver / Web Page Maker (Web Design)
- Microsoft PowerPoint
- Microsoft Excel
- Audio Editing/Mastering (Sony Acid / Sonic Foundry)
- Adobe Premiere (Video Editing)
- Sony Vegas (Video Editing)
- Adobe PDF Maker
- Image Graphics and Editing (Paint / ACDSee)
- Various Photo Editors (Photoshop C2)
- Digital E-book Software
- Xara Banner and Logo Creator
- Various FLASH (Coffee Cup, Swish, MX) Programs

### Marketing and Advertising Skills (View Media Samples at CustoMores.com)

- **Local, Regional and National Advertising Campaigns and Strategies.**
- **Website Design** - Web Graphics and Web Page Creation. Ecommerce and General Forms.
- **Content Creation** - From General Business Portals to Real Estate and Gaming Sites.
- **Video Editing and Creation** - From Green Screen to Commercial Videos.
- **Press Releases** and PR Campaigns.
- **Media Buying** (Local and National)
- **Pay Per Click Accounts** (Google, Yahoo, Overture etc...)
- **Company Logo Creation and Branding.**
- **Web Promotion (See Below)**
- **Guaranteed Search Engine Placement** (PPCs with Overture, Yahoo, Google, Alta Vista, MSN, AOL - Top 20-30)
- **Co-Op Newsletter and E-zine Advertising can reach 600,000 per day!**
- **Email Accounts** - Setup and Maintain including Autosenders.
- **Web Site Hosting** Accounts - Setup and Maintenance.
- **Domain Name Registration** and setup.
- **Web Site Creation** and Optimization, including All Meta Tags. (Html or Flash Sites)
- **Web Site Submission and Optimization** into Major Databases.
- Post Classified Ads to 1500 **Online Classified Ad Sites** or 1 Million **Offline Newspapers.**
- Post **Article Submissions** to Hundreds of Newsletters and Online Magazines.
- Publish / Edit and Deliver Company **Newsletters.**
- Place **Banners and Click Thru's** on high Web Traffic Sites.
- Post to Dozens of **Newsgroups.** Collect from Newsgroups.
- Send **Press Releases** to 28,000 or 130,000 Media Contacts.
- **Place Ads** in Hundreds of online **Bulletin Boards.**
- **Market Research** and Competition Analysis for Niche Marketing.
- Find Local and National **Business Leads** via online Databases / Business Directories for **B2B Marketing.**
- Bulk / Targeted -or Opt -In **Email Campaigns.** (500,000 - 1 million per day.)
- **Online / Offline Bulk Media Buying.** Newspapers, Billboards, Magazines, Cable TV, Telemarketing, Radio, Brochures.

## Skill Base....

**Writer - Ad Copy, Slogans, Press Releases or Brochures.** The Creator of *"CyberHooks"* The most Powerful "AD Campaigns on the Planet" that can be used to give the client Dozens of Fresh Options for Promotion and Branding.

**Web Designer - I have designed several Online Web Business Sites, Logos and Banners. Web Sites Include...**  
(CPRBusinessSolutions.com, TheGamingPro.com, NeverPaySticker.net, LetsTalkMoney.net, MortgageRite.com etc...)

**Internet Marketing -** From Pay Per Click Accounts to Engine postings to E-mail Marketing, Web design, HTML Emails, Classified Ads, Newsletter Ads, Press Releases, Online Research and Data-Base Mining.

**Market Research -** CBS Television. Session Director and Market Researcher. Creation of 14 search engines. 18 books of Content.

**Public Relations** 25 Years in The Entertainment Business. Thousands of Live Performances. P.R. is what I've done most of my Life.

**Video Directing and Editing -** I have directed and produced dozens of Videos and won "Tower Records Best Music Video" Award in their National Contest.

**Audio Commercials -** I am the designer of *"Sticky Sounds"* Powerful Music Mantras laden with Audio Hooks used for all Media Commercials, Web sites, T.V. etc...These are created using cutting edge Sound Manipulation software and new ideas in Voice-Over Techniques and Stereo Presentation.

**\*NOTE: My Articles have been featured on the Entrepreneur Magazine, Forbes, Wachovia, Merrill Lynch and Hoovers Websites.** I have been involved in Guerilla Marketing and Promoting Entertainment Products for over Twenty Years and have developed a great many skills in order to survive.

## Former Client List...

- CBS / MGM Grand (Television City) 560 hours (Market Research and Promotion)
- The Gaming Pro - Gambling Instructional Site
- Power Com Inc. (Electrical Co.)
- Vegas Security Specialists
- Traffic Ticket Solutions
- All Family Dental Care
- Nevada Corporate Headquarters (Online Web Promotion Strategies)
- CPR Business Portal
- CPR Pre-PAID Legal
- Steve Beyer Productions (Entertainment Agent) 25 Hours (Press Releases-Postings)
- 500 Hours Inc. (Software Co.) 440 Hours (Cyber Ad Campaigns, All Marketing)
- Micheal Starkweather (Patent Attorney) 10 Hours (Intellectual Property Research)
- Comp-U-Care.net (Computer Maintenance Company) 22 hours (Domain Name / Research)
- Efdebt.com (Debt Consolidation) 2 Hours (Ads / Site Content)
- New Frontier Show Room (Print Themes / Marketing and Promotion Strategies)
- Yes Credit / ChexCard - 1 year - Client.
- WeRloans.com - National Mortgage Loan Company. PPC Accounts and Info-Marketing Tool Creation.
- Nevada Health Care Network - Direct Mail Campaigns, Phone Sales, Print Brochures and Web Design
- Wholesale RX - Print Brochures and Web Design
- For Profit Agency - Web Design and Consulting.
- Got Pain Clinic - Dr. Jon Petrick - Print Graphics and National Video Campaign.
- Instant Snow - National Video Campaign.
- Trulia.com - Real Estate Search Engine - Guerilla Marketing / National Conventions.
- Planet Nissan Las Vegas - National Video Campaign.
- Don Yeyo Cigars - Web Design and Video Campaign.
- XY7.com - Affiliate Marketing Masters / Video Campaign.
- Do It Yourself Marketing - Web Design and 6 Video Campaigns.
- "BUSTED" Vegas OJ Simson Book - Book Tour Promotion - Web design, Ecommerce, Video Posting, etc...

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