

CHRISTOPHER K. BRYANT

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SUMMARY OF QUALIFICATIONS

- § 6 years of commission-based sales, including business to business and consumer markets
- § 10 years of event promotions, sponsorship sales and mobile marketing experience
- § Ability to advance from a blank sheet to proprietary concepts, budgeting, sales, and execution
- § Capable of selling products, events and concepts by developing creative solutions
- § Experience in full prospect development without the use of a pre-assigned client list or territory
- § Provides skillful account services to achieve client growth and retention



PROFESSIONAL EXPERIENCE

Mobile Marketing & Event Management

- § On-site execution of national mobile marketing and event promotions covering 10-31 key markets on an annual basis.
- § Executed campaigns that engaged consumers using a combination of lifestyle and experiential marketing.
- § Coordinated a vast range of logistical elements including assembly of vendors and service providers, as well as developing synergies between teams and interval-based executions.
- § Maintained client objectives in high-energy environments without loss of management precision or effectiveness.
- § Managed national franchise objectives that required identical executions regardless of local challenges and particulars.

Event Sales - Non-Traditional Revenue

- § Engaged radio personalities and included on-air promotions and station properties for sales opportunities.
- § Attracted non-spot revenue by selling event properties or developing proprietary concepts for prospective clients.
- § Pursued accounts list by developing a prospect database and conducting cold calls via phone and on-site visits.
- § Developed and retained personal account base without management leads or the internal protection of account exclusivity.
- § Sold promotions to Pfizer, Office Depot, Bic, and Indy Racing League.

Account Management

- § Created presentations to increase unit sales, awareness and household penetration for client brands and services.
- § Worked with teams of senior personnel to develop measurable strategies to win new accounts among competitive pitch environments.
- § Compiled and tabulated consumer research for clients to consider new product positioning, modifications, and tactical execution for increasing product sales.
- § Key contributor in winning campaigns for Reebok, Pillsbury, and Downy fabric care.
- § Managed sampling and research campaigns for Pepto-Bismol and Primatene Mist.

Automotive Sales Consultant

- § Consistently engage and convert customers from searching and contemplating to selecting and actually purchasing.
- § Listening to customer concerns and objectives, developing solutions and overcoming barriers in order to gain a favorable purchasing decision.
- § Discussing customer financial and budget preferences in order to suggest appropriate vehicle, payment range and financing.

Computer Skills

Extensive software knowledge including; Excel, Power Point, Word, InfoPath, Access, and Visio

WORK HISTORY

- § **Hillman B2** – (Independent Concepts Agency) Owner – May 2008 - Present
- § **Independent Contractor** - (*Mobile Marketing & Event Management*) - February 01 – May 2006
 - The Spark Agency - St. Louis, MO - Circuit City Ride Tour - 31 Markets
 - USMP Agency - Torrance, CA - Crayola 100th Anniversary Tour - 10 Markets
 - Ignition Agency - Atlanta, GA - Indy Racing League Fan Experience - 15 Markets
 - GMR Agency - Madison, WI - Wrigley's Spearmint Sampling + Microsoft XP - Atlanta
 - Momentum Agency - Atlanta, GA - Kmart Celebration Tour - 26 Markets
- § **Infinity Broadcasting** - *Event Sales, Non Traditional Revenue* - October 1999 - November 2000 - Atlanta, GA
- § **Roy Communications** - *Promotions Manager* - December 1997 - October 1999 - Atlanta, GA
- § **Anderson Communications** - *Account Executive* - August 1995 - September 1997 - Atlanta, GA