

Drew Chalmers Kondylas

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MAJOR QUALIFICATIONS:

Integrated marketing professional with diverse experience in business development, radio and music promotion, digital and social media, event management, printing, publishing, and public relations.

PRIMARY WORK EXPERIENCE:

Digital Sales Manager

CBS Radio and CBS Television, Philadelphia, PA

July 2010 to April 2011

- Coordinated Digital sales efforts with the Philadelphia Sales team, helping Account Managers with creative integrated ideas and serving as the market's Digital strategist
- Set sales goals for each individual station and for the radio and television clusters and worked with the Sales Managers at each station to achieve those goals
- Ensured the clusters' Digital growth outpaced market growth to increase each station's Digital market revenue share; consistently maintained a 50% share with a peak of 65% in December 2010
- Directed marketing and execution processes for all Secondary Revenue initiatives, leading Philadelphia to the top billing market in the company for eight consecutive months
- Managed website inventory and set pricing for each CBS website in Philadelphia to maximize revenue

Manager of Strategic Sales and Marketing

Entercom Communications, Bala Cynwyd, PA

March 2007 to July 2010

- Worked as part of the corporate innovations team building multi-channel, branded entertainment and digital programs for more than 260 prospective clients and national marketers
- Directed marketing and execution processes for all direct-to-consumer e-commerce initiatives, growing revenue from \$800,000 in 2008 to more than \$5,000,000 in 2010
- Assembled media plans and pricing information for national campaign presentations to prospective clients and then managed implementation and execution of those campaigns upon closing
- Created corporate business development initiatives and delivered implementation plans to local markets, including a national green initiative labeled "1Thing"
- Acted as national liaison to local market Digital and Business Development Managers to support new local programs, promote revenue growth, manage case studies, and establish best practices

Production Director

Greater Media, Inc., Bala Cynwyd, PA

August 2006 to March 2007

- Worked with clients and vendors to create and produce unique commercial messages for broadcast
- Managed all digital audio for on-air commercial messages, promotional announcements, and station imaging elements for WBEN-FM (95.7 Ben-FM) and WJJZ-FM (Smooth Jazz 97.5)
- Recorded, edited, and produced weekly on-air station features and announcements
- Worked with Traffic and Continuity Departments to ensure accurate scheduling of spots and verify the use of on-air inventory
- Coordinated with radio station talent to produce commercials using a variety of voices

Marketing Consultant + Director of Marketing

Wolfson Custom Homes, Woodbury, NJ

July 2006 to December 2006

- Established an overall yearly strategic plan for Wolfson Custom Homes with a special focus on Vision Building as an annual marquee event to increase awareness and expand business opportunities
- Promoted ticket sales for Vision Building through multiple channels taking into account revenue goals and budget considerations and generating more than 2,000 visitors to the show home
- Worked with vendors, sponsors, and community organizations to promote all aspects of Vision Building and increase awareness of the project
- Secured media partnerships and broadcast coverage for pre-event and live event exposure
- Created, managed, and organized all marketing and collateral material for publication

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Director of Marketing and Promotions

DLG Media Holdings, LLC, Philadelphia, PA
October 2005 to July 2006

- o Developed an overall yearly strategic plan to expand and strengthen the company's brand recognition for Philadelphia STYLE Magazine, DC STYLE Magazine, and ACConfidential.com
- o Developed and executed new sales, marketing, and promotions initiatives, materials and strategic partnerships with a focus on generating new revenue streams and making traditional revenue generators more efficient and effective
- o Worked with the sales and advertising staff to develop all proposals and initiatives and expand opportunities within principal markets
- o Increased circulation and distribution of all primary and peripheral publications
- o Supervised the P.R. and Events Manager in the conception and coordination of events including sponsorships and added-value initiatives

SECONDARY WORK EXPERIENCE:

Founder / Sole Proprietor

Veracity Public Relations, Philadelphia, PA
September 2000 to present

- o Manage all aspects of a full-service marketing, promotion, design, and public relations firm
- o Work with clients in various industries to provide specialized and dedicated service including creation of marketing plans, execution of on-street promotions, and design and implementation of Web sites
- o Serve clients including Aventis, the Bar Servers Association, Boston Market Restaurants, Fidelity Investments, General Mills, OmPay, the Philadelphia Parking Authority, Radio Direct Response, SCIREX, and Westrum Development Company

New Media Director + Specialty Director

Friday Morning Quarterback Album Report, Inc. (FMQB), Cherry Hill, NJ
June 2003 to October 2005

- o Created and packaged marketing materials for artists represented by independent record labels
- o Designed, created, and managed marketing projects, using streaming audio and video as well as animation and new media tools to create dynamic presentations for clients, specifically record labels
- o Administered and maintained all Internet properties and their sub-domains and created an integrated online marketing plan to capture industry and consumer attention and extend reach

Programming and Production Staff + Promotion Department Event Staff

- o Producer + Announcer + Board Operator: February 2004 to March 2007
Greater Media, Inc. (WBEN-FM, WMGK-FM, WMWX-FM), Bala Cynwyd, PA
- o Promotion Assistant: September 2003 to October 2005
Greater Media, Inc. (WBEN-FM, WMGK-FM, WMMR-FM, WMWX-FM, WPEN-AM), Bala Cynwyd, PA

Assistant Promotion Director (WPHI -FM) + Promotion Assistant (WPLY-FM)

Radio One, Inc., Conshohocken, PA
September 1999 to June 2003

- o Worked with local and regional media to increase awareness of the station and its events
 - o Assisted in the maintenance of the station's image and branding, including the creation and execution of unique and successful Non-Traditional Revenue (NTR) events
 - o Coordinated, with Account Executives, all marketing, on-air mentions, and copy for appearances
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EDUCATION:

Bachelor of Science in Corporate Communications

Drexel University, College of Arts and Sciences, Philadelphia, PA

- o Cumulative GPA: 3.92 / 4.0 (Senior First Honors)
- o Graduated Summa Cum Laude, December 2001
- o Academic Honors: Omicron Delta Kappa + Golden Key International Honour Society