

Montgomery Miller
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Marketing professional with over 15 years experience in advertising, franchise marketing, media marketing and promotions in support of animated and live action film releases, home entertainment, consumer products, national retail developers, Internet promotions, and new business development. **Strengths include:** multi-media CD/DVD development, print collateral, training, public speaking, corporate presentations, media planning, budget development, strategic planning, commercial/editorial writing, radio/television production, Internet marketing, media marketing and promotions, brand management, creative project management, direct response marketing, vendor relations, negotiating promotional/alliance partnerships, new brand emergence, special events planning, product development, point-of-purchase displays.

Professional Experience

PIP Printing, Corporate Office **Director of Marketing**

Nov. 1999 – Nov. 2003

- All phases in development of annual marketing campaigns
- Develop and produce television and radio commercials
- Write and develop Website content for www.pip.com
- Write articles for the Insider, PIP's monthly corporate newsletter
- All phases of development of printed collateral and marketing materials
- Provide marketing support and training for nearly 400 franchise locations
- Develop and manage advertising fund in excess of 2.5 million dollars
- Direct activities of internal graphic designer
- Direct activities of advertising agency
- Oversee activities of marketing vendors including: Patriot Systems (800 Locator), IMI (brand apparel), Muzak (message-on-hold), TMP Worldwide (Yellow Pages), Bottom Line Marketing (telemarketing)

The Disney Store, Inc. **Senior Promotions Representative**

Apr. 1996 – Jul. 1999

- Secure and execute all phases of local, regional, and national media promotions with all business units of The Walt Disney Company, Corporate Alliance partners, and media partners
- Work with malls and major retail developers to create large-scale special events throughout entire Eastern US including supporting media promotions, that increased sales by as much as 75% during the period of the promotion
- Create and execute national media promotions to support major Walt Disney Company initiatives including live action and animated film and video releases, new theme park openings, new retail business development, and new product launches

Professional Experience Cont.

- Synergy, Corporate Alliance, and media partners include:
ABC Radio Networks • Radio Disney • Disney Channel • Walt Disney Television Canada • Walt Disney World • Walt Disney Resorts • Disneyland Paris • Walt Disney Records • Walt Disney Theatrical • The Walt Disney Gallery • Hyperion Publishing • Buena Vista Home Video • Disney Interactive • Club Disney • Disney Quest • Buena Vista Internet Group (formerly Disney Online) • Family Channel Canada • New York Times • Chicago Tribune • Buena Vista Pictures • McDonald's Corporation • ESPN The Store
- Write and produce national, regional, and local radio commercials, promotional announcements, copy for print advertisements
- Developed and executed over 50 media promotions for a total approximate media value exceeding 20 million dollars

The Schuele Organization, KRUZ FM 103.3 Santa Barbara, CA

Aug. 1994 - Jan. 1996

Director of Sales Promotions & Marketing

- Successfully transitioned KRUZ 103.3fm from a "Beautiful Music" format to "Adult Contemporary" format, taking the station from number 8 in the market to number 1 for Adults 12+ in less than 18 months
- Achieved measurable 200% audience share increase in Ventura County
- Developed KRUZ's first Sales Promotion & Marketing position
- Developed KRUZ strategic marketing plan
- All marketing and advertising including press releases, all print ads, billboard design, development of FAX newsletter, and writing and production of television commercials
- Redesigned KRUZ's image from logo to letterhead, including all collateral materials
- Developed corporate partnerships with major corporations including Universal Studios Hollywood, Disneyland, Delta Airlines, MGM Grand Hotel, Vons, the Wherehouse, South Australian Tourism Commission, Qantas Airways, Apple Computer Inc, Call America
- Developed community sponsorships with theater arts organizations and major non-profit groups throughout the Tri-Counties
- Responsible for analysis of demographic and psychographic research
- Created sales proposals and "value added" promotions proposals

Great Electric Communications, 101.7 K-LITE Santa Barbara, CA

Feb. 1990 - Nov. 1993

Promotions Director

- Developed and implemented all station promotions including dozens of major community events
- Wrote all "promo" copy; managed all on-air contests
- Designed and laid out all print advertising
- Wrote and produced all station television commercials
- Wrote all station copy; implemented intern program
- Organized and coordinated major on-site promotions
- Developed and implemented major station promotions with:
American Airlines • Universal Studios Hollywood • Disneyland • Hilton International • Cellular One • Koala Springs • Kinko's Corp.

Skills: Microsoft Office (Excel, Word, PowerPoint) • Adobe PageMaker • Budget Development • Art direction • All phases of pre-press production

Hobbies/Interests: Tennis • Golf • Scuba Diving • Film • Writing • Music • French • Ancient History • Travel

Volunteer/Civic

American Diabetes Association 1995
Publicity Chair - "Great Caper at Nordstrom"

- Wrote press releases
- Coordinated all media
- Produced Public Service Announcements with Kenny Loggins

Family Service Agency of Santa Barbara Feb. 1993 - Jan. 1996
Co-chair, Marketing committee

- Assist marketing committee with planning and implementation of advertising, marketing, and promotional projects
- Annual Children's Festival
- "Hand's of the Future"
- Family Service Agency musical image
- Family Service awareness week

Special Olympics, Santa Barbara chapter Sept. 1993
Member, Marketing committee

- Participated as media consultant

Santa Barbara International Film Festival 1988
Volunteer Coordinator

- Organized over 180 volunteers
- Formed and coordinated subcommittees
- Assisted in events planning, delegation of responsibilities to sub-committees
- Coordinated and managed volunteer orientation meetings
- Attended administrative and Board meetings

Santa Barbara International Film Festival 1987
Chair, Canvassing & Telephone Committees

- Chaired committee meetings
 - Delegated project responsibilities
 - Maintained telephone lists
 - Distributed volunteer resources to other committees
 - Maintained information flow using telephone committee volunteers
 - Trained and managed efforts of canvassing volunteers
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