

# Colin Michael Bell

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## **EDUCATION**

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UNIVERSITY OF TENNESSEE

Knoxville, TN

*Bachelor's Degree: Advertising & Economics*

Graduated: May 2010

*Minor: Business*

## **ADVERTISING EXPERIENCE**

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### **PROMOTIONS COORDINATOR**

Nashville, TN

*South Central Media (96.3 JACK-fm)*

May 2011 - Present

- Promoted internally from the promotions assistant position
- Planned and implemented a promotion that sent the JACK-fm ice cream truck to 30 cities in 30 days
- Developed a three week Facebook promotion that saw a %20 increase in the JACK-fm's page likes
- Evaluate Facebook analytics to determine what needs improvement
- A main copy writer and updater of the JACK-fm website and Facebook page
- Work together on a daily basis with account executives and clients to ensure proper execution
- Develop and execute proposals
- Coordinate and organize events through both sales and programming departments
- Contribute, assist, and organize ideas in promotional event planning
- Execute and oversee on-site and web-based promotions to increase listenership and revenue

### **ASSISTANT PROMOTIONS COORDINATOR**

Nashville, TN

*South Central Media (Mix 92.9 and 96.3 JACK-fm)*

November 2010 - May 2011

- Perform cold calling and warm calling to contest winners
- Extensive use of Microsoft Word and Excel to input contest winner information
- Setting up remotes and other appearances

### **TEAM MEMBER**

Knoxville, TN

*Advertising 470: Advertising Campaigns (University of Tennessee)*

January 2010 – May 2010

- Worked with a team of five other individuals to create an entire campaign for McCormick Spices
- Presented final project to a panel of judges that included the president of McCormick and the heads of marketing of two different sectors McCormick (A-Z Spices & Grill Mates)
- Group won "Most Creative Campaign" and the "Best Innovative Use of New Media" awards

## **OTHER WORK EXPERIENCE**

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### **SUSAN G. KOMEN**

Nashville, TN

*Volunteer*

October 2010 - April 2011

- Cold calling potential clients for monetary donations and/or gifts in kind
- Calling past donors to thank them for their support

## **SKILLS**

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- Fluent in French, proficient in Spanish
- Proficient in Microsoft Office (Word, Excel, PowerPoint, Outlook), WideOrbit, PromoSuite, Drupal
- Familiar with Simmons, AdSpender, SRDS
- Learning JavaScript and C++