

BRIAN SIATKOWSKI
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Cuulus Radio, York, Pennsylvania, May 2015 to present

Account Executive, Sales & Marketing

- Write and produce commercials for clients to achieve their marketing goals
- Plan advertising campaigns and traffic advertising to maximize effectiveness
- Sell advertising in-game during sports broadcasts on six (6) radio stations across Central Pennsylvania

Hearst Corporation, Baltimore, Maryland, December 2013 to May 2015

Account Executive, Advertising, Sales & Marketing

- Create corporate partnerships for Baltimore Ravens and Baltimore Orioles
- Managed national and local advertising campaigns for clients such as Wendy's, AT&T and Pepsi
- Developed media campaigns and delivered presentations to national and local clients

Orange County Public Schools, Orlando, Florida, July 2008 to October 2013

Senior Manager, Public Relations, Sales & Marketing

- Managed corporate partnership programs for the 10th largest school district in the United States
- Speech writer for Superintendent and School Board members
- Event manager for community town halls and school board events

Times-Shamrock Corporation, Orlando, Florida, July 2005 to July 2009

Advertising Manager

- Managed sales and marketing department with over one million dollars in annual revenue
- Oversaw event sponsorships, operations and logistics for all company-held & sponsored events
- Created creative packaging and multi-platform campaigns for national client list.

The Coliseum Sports Bar & Grille, Cockeysville, Maryland, February 2002 to May 2005

Marketing and Promotions Director

- In-charge of all event booking and marketing efforts for 450-person sports bar/nightclub/restaurant
- Responsible for all advertising, press and media for on-site events
- Broke daily, weekly & monthly sales records

Capitol City Brewing Company, Baltimore, Maryland, December 1999 to February 2002

Marketing Manager

- Increased overall company sales by 34% in the first year; 17% in the second year
- Developed and managed event-specific and branding partnerships
- Created sports partnerships with the Washington Capitals and Baltimore Ravens to distribute products

The Journal Newspapers, Alexandria, Virginia, May 1995-December 1999

Marketing and Promotions Manager

- Managed corporate partnerships with Paramount, Washington Wizards and Washington Capitals
- Oversaw marketing efforts for newspaper chain with a 378,000 person circulation
- Freelance writer/photographer/copywriter as assigned

Education:

Morgan State University, Baltimore Maryland

MBA Program

Cabrini College, Radnor, Pennsylvania

Bachelor of Arts in English and communications, May 1994

Awards:

- 2013 Sunshine State Public Relations Association, 1st place, fundraising campaigns/special events
- 2012 National School Public Relations Association, Golden Achievement Award
- 2012 Sunshine State Public Relations Association, Best of Show and 1st place, marketing initiatives
- 2010 Sunshine State Public Relations Association, Best of Show and 1st place, fundraising initiatives
- 2007 Times-Shamrock National Sales Winner
- 2006-2007 Times-Shamrock Golden Shamrock award winner (Top 5% sales leader, nationally)
- 1999 Maryland/Delaware/DC Press Association, Best of Show and 1st place for events campaign

Speaking Engagements:

- 2014 National Interscholastic Athletic Administrators Association conference speaker
- 2011 NBC Nightly News with Brian Williams, Education Nation series, advertising in schools segment
- 2011 Florida Senate, speaker-industry expert on advertising in schools
- 2010 National Interscholastic Athletic Administrators Association's national annual conference
- 2010 Florida Interscholastic Athletic Administrators Association's annual conference

Volunteer Work:

- Member of Corporate Advisory Board, Johns Hopkins Children's Hospital, 2015
- Executive Board, Florida Interscholastic Athletic Administrators Association (FIAAA), 2010-2012
- Board of Directors, Great Chesapeake Bay Schooner Race, 1999-2002
- Board of Directors, Sail Baltimore, 1999