

Ainsley E. Hyman

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Objective

To obtain a creative marketing and/or advertising position with a forward-thinking, innovative company in the Atlanta region.

Work Experience

Interactive Campaign Specialist

TMP Worldwide Advertising & Communications

Atlanta, GA

Jan '08 – present

- Implementation of online media campaigns for high-profile clients
- Optimize campaigns in progress, maximize media effectiveness and return on investment
- Provide technical expertise to identify and resolve any issues with campaign tracking and/or reporting
- Generate status reports and analyze results of online advertising placements
- Work closely with account teams to ensure that campaigns are meeting client's expectations and goals are met

Marketing Manager

TSI Solutions

Stone Mountain, GA

Aug '07 – Jan '08

- Ownership, administration and troubleshooting of Tour de Force Customer Relationship Management software
- Maintained company website; increased web traffic 225% in first month
- Implemented online e-commerce product catalog of major industrial automation parts supplier
- Created direct mail and e-mail marketing campaigns
- Designed and produced promotional marketing material
- Coordinated all marketing materials (literature, promotional items, etc.)
- Qualified and followed through with sales leads
- Compiled and updated sales reports on a weekly basis
- Arranged training, seminars and travel for sales engineers and customers

Marketing, Market Analyst, Advertising

Garrett Turbo Technologies, Honeywell

Torrance, CA

Sep '04 – Mar '06

- Development and support of *Turbo by Garrett* marketing campaign including: <http://www.TurboByGarrett.com> website launch and maintenance; clothing and marketing collateral; monthly articles for site publication
- Developed marketing plans for niche markets – performance turbo diesel, drift, etc. – including extensive and targeted market research, profiling of (sponsored) drivers and race teams, development and promotion of new products, etc.
- Acted as a technical liaison between the marketing and engineering departments
- Motorsport event and trade show project management including: coordination and organization; marketing, sales, and technical support; consumer relations
- Worked with the legal department to protect against unauthorized and fraudulent selling of product(s)
- Design, development and production of the first ever 68-page, full-color Garrett print catalog

Project/Requirements Manager, Analyst

Unisys, Systems & Technology Strategic Marketing

Malvern, PA

Sep '03 – Aug '04

- Managed portions of Requisite Pro database including updating and editing program and platform requirements
- Created and maintained an extensive library of reports summarizing and analyzing critical project timeframe information
- Organized the strategic marketing process including: coordination of presentations and meetings; market research assistance; etc.

Education

Drexel University - Philadelphia, PA

Bachelor of Science in Business Administration/Marketing

Minor in Communications

Summa Cum Laude

Cumulative GPA: 3.90

In-Major GPA: 4.00

Computer Skills

Operating Systems: Microsoft Windows; Mac OS; Unix, Linux

Graphic Design Software: Adobe Photoshop CS3, InDesign CS3, Illustrator CS3; Macromedia Fireworks CS3; Quark

Web Development Software: Macromedia Dreamweaver CS3; HTML, CSS, PHP

Productivity Software: Microsoft Word, Excel, PowerPoint, Access, Outlook, Visio; Adobe Acrobat;

Rational RequisitePro, SoDA for Word; Telelogic DOORS, SPSS; WebTrends; BlueStreak; DoubleClick/DART;

Activant Commerce Center/Prophet 21; MRH Tech Tour de Force CRM

Hobbies & Interests

- *Horseback Riding* – 15+ years experience riding, training, and competing english hunter-jumpers and equitation
- *Automotive* – racing, building, maintaining and working on race cars
- *Creative* – website design and development, graphic design, illustration and photography