

David R. Iannone Jr.

www.davidiannone.com | (860) 634-9800 | diannone@mac.com

PROFESSIONAL EXPERIENCE

Account Manager | (2008-present)

COLANGELO | Omnicom Group | Darien, CT

- Responsible for development and execution of large-scale, national integrated campaigns for U.S. Smokeless Tobacco brands Skoal, Copenhagen and Red Seal
- Primary contact for launch of the “Skoal Build Playboy” promotion, which resulted with Top 5 placement in Brandweek 2008 articles and 400% boost to site traffic
- Effectively balance long-term strategic issues with day-to-day tactical project issues, across functional departments for both large and small-scale projects
- Responsibilities include developing project/program schedules, scope and budget, managing resource allocation, and providing thought leadership and direction

Account Executive | (2007-2008)

COLANGELO | Omnicom Group | Darien, CT

- Lead role in the re-launch/positioning of Skoal brand including the conception, development and execution of the Skoal Brotherhood and SkoalBrotherhood.com
- Responsibilities included day-to-day execution of projects including development of estimates, timelines and billing for U.S. Smokeless Tobacco, Skoal brand
- Utilize oral, written and personal communication skills to build strong relationships between agency and client Sr.Mngmt team along with key department contacts
- Able to execute multiple concurrent communication campaigns that effectively meet strategic, business and creative objectives, delivering results on spec, on time

Account Executive | (2006 -2007)

THE ADVOCATE / GREENWICH TIME | A Tribune Publishing Co. | Stamford, CT

- Responsible for local retail on/offline advertising sales and account acquisition/management in North Stamford and New Canaan Territories
- Establish YOY and Qtrly growth plans for individual accounts and personally manage account calls, presentations and negotiations and account objectives
- Leveraged creative and small business experience to deliver a 17% increase over 100% growth in top 10 core accounts for 2006

Promotion Designer | (2004 -2006)

THE ADVOCATE / GREENWICH TIME | A Tribune Publishing Co. | Stamford, CT

- Created and developed, from concept to completion, promotion and marketing materials and events with online, in-paper and on-site presence
- Work with Sr. management to develop effective promotion and creative campaigns that achieved objectives and goals for internal and external marketing partners
- Utilized deep knowledge of creative software programs, technology and pre-press operation to act as company technical creative resource and problem solver

Entrepreneur | (2001 - 2009)

WJ PRODUCTIONS, LLC | Stratford, CT

- Launched start-up mobile-entertainment and Dj Company with two other partners, developed a brand and marketing model to launch and grow business
- Provided professional entertainment service for Wedding, Bar/Bat Mitzvahs and corporate clients including PepsiCo Int., Pilot Penn, Chevrolet Theatre, and KC101
- Developed local targeted campaigns with radio, multi-experiential events, select print, narrowly targeted Internet PCP, banner, direct and video communications

SOUND GROOVE ENTERTAINMENT, LLC | (Orange, CT

- Launched entertainment production and service company in multiple niche markets to finance educational experience at the University of Connecticut
- Created experiences in environments through entertainment; Developed creative promotions and marketing mechanisms for nightlife venues
- Executive direction and creation of www.theemperorsball.com, a unique New Year’s Eve concept, with multiple partners and corporate sponsors

Marketing Manager | (2002 - 2003)

THE DAILY CAMPUS | University of Connecticut | Storrs, CT

- Directed and managed advertising department local and national account, 400K revenue (ALLOY, North Castle, People’s) of daily, 10k cir. newspaper
- Conceived, negotiated and launched a new “Rentschler Game Day” special publication, an incremental revenue opportunity, partnered with UConn Athletics
- Responsible for Sports Illustrated college publication negotiations and launch of college edition, “SI on Campus”, part of a national distribution campaign

EDUCATION | (1999-2003) | BA - Communication Sciences | University of Connecticut | Storrs, CT