**Wayne J. Jung**

P.O. Box 200

Bellevue, KY 41073-0200

**c:** 513.675.9900 · **o**: 800.325.3609 x3024

*wayne@waynejung.com*

*LinkedIn & Twitter: @waynejung*

**RESUME**

**VALUE-OFFERED**

I am sold myself!

A firm believer that passion and enthusiasm breed success, my long track record of achievement stems in large part from the belief that before I can sell anything to anyone, I must first be sold myself!

On what I will deliver to any like-minded forward-thinking organization, I am absolutely sold on my ability to move your bottom line.

More than just a media professional, even with my years of successful television, cable and radio sales management, I have spent the better part of the past 30 years leading several teams and organizations, in a variety of industries and sizes through economic, technological and theoretical transitions.

A sales and marketing expert, I have worked for privately held and publicly traded organizations focusing primarily on revenue development with an eye firmly on the bottom line.

Recognizing that a resume only offers a small glimpse at the merits of anyone, I propose a meeting at your earliest convenience to allow us the opportunity to discuss the potential impact of partnership.

**EXPERIENCE**

04/2016 – Present **SELECTiON.COM** Cincinnati, OH USA

**Vice President, Sales & Marketing**

Led sales and marketing strategy for a nationwide provider of criminal and pre-employment background screenings, also referred to as a Consumer Reporting Agency (CRA). Successfully attained sales goals in concert with a six-person team with responsibilities that included, but were not limited to:

• Sales Training and Coaching

• Forecasting and Budget Attainment

• Market Analysis

• Concept Development and Deployment

• CNA oversight

• Project Implementation

Worked with clients throughout North America developing a unique pre-employment background check stratagem. Provided creative input for website, social media, online and digital marketing efforts that included collateral development for all external purposes and internal sales applications. Successfully led sales efforts earning recognition in 2018 as the leading provider of background checks for the Catholic Church, delivering products and services to over 25% of the U.S. Catholic population via more than 45 Diocesan clients.

10/2013 – 05/2015 **FOX 19 WXIX-TV** Cincinnati, OH USA

**Digital Sales Manager**

Provided direction and oversight for all aspects of digital sales and marketing, including strategic planning, sales management, account executive training, proposal creation and sales presentations. Created new digital concepts for online, mobile, news and weather applications leading to the creation of 40 Today and World-wide Websday mandating focus on digital elements to a team of traditional, transactional television sales executives. Booked $313,000 within ten days of launch. Hosted a two-minute "Business Spotlight" segment on FOX19 interviewing businesses of the Cincinnati business community which aired twice daily on weekday mornings.

9/2010 – 10/2013 **FOX 19 WXIX-TV** Cincinnati, OH USA

**Sales Marketing Manager**

Provided oversight and management of station digital and non-traditional revenue opportunities to include creation of sales-driven on-air vignettes for use both locally and nationally in other Raycom Media markets. Hosted a two-minute "Business Spotlight" segment on FOX19 interviewing business leaders, owners and key members of the Cincinnati business community which aired twice daily on weekday mornings. Developed partner-based concepts for use driving viewer support of station social media outlets, such as Facebook and Twitter. Created and administered unique station cause concepts related to Susan G. Komen, St. Jude and Habitat for Humanity. Developed station’s online half-price gift certificate program called Buy the Tri.

11/2009 – Present **SMALL MEDIA AND LARGE** Cincinnati, OH USA

**Owner**

Established a sales and marketing boutique operation providing comprehensive consultation and serving the needs of clients looking for unique on-line and on-air alternatives to traditional media applications. Provided comprehensive sales and marketing consultation. Operated as a hybrid third-party sales consultant/ agency/ production house developing content for media properties to be delivered in a turnkey fashion with revenue attached to it for use across a multi-location company or in specific markets as appropriate. Specialized in non-spot revenue embedded into content leaving local avails for media partners to sell on a direct or rev-share basis.

7/2002 – 11/2009 **LOCAL 12 WKRC-TV & THE CINCW** Cincinnati, OH USA

**Director of Integrated Marketing**

Managed six-person department generating digital and non-traditional revenue for the #1 television station (CBS affiliate) and the newest television station (CW affiliate) in the Cincinnati DMA.  Coordinated all station internet sales, special events, revenue-based promotions, web activities, direct mail and interactive phone systems. Generated more than $3.5-million in annual revenue. Developed unique concepts that lead to share growth and station leadership in the market. Created three locally-produced revenue-generating television programs, each one half-hour in length. Served as Executive Director of *The Dish*, *Bengals’ Nation* and *Homeworx* providing sales oversight, product integration and concept development for these on-air projects. Worked closely with an 11-person staff of Account Executives delivering value-added concepts to a diverse customer base. Interacted daily with other station department heads to include sales, news, creative, production and engineering. Invigorated synergistic relationships with Clear Channel Radio and Clear Channel Entertainment through cross-promotional concept development, and the creation of joint revenue-driven projects. Served as point person with a variety of civic and charitable organizations including, but not limited to, The Cincinnati Zoo, Greater Cincinnati Chamber of Commerce, Greater Cincinnati Convention and Visitors Bureau, Downtown Cincinnati, Inc., Free Store Food Bank, 20/20 Arts Festival, Cincinnati Museum Center, SPCA, YMCA, Cincinnati Children’s Hospital, Children’s Miracle Network and Keep Cincinnati Beautiful. Served as sales department backup to the Director of Sales, and in that capacity attended departmental meetings providing input related to all areas of station development and daily operations.

3/1997 – 6/2002 **WJ JUNG & ASSOCIATES** Louisville, KY USA

**President**

Coordinated and implemented all public relations, advertising, marketing, promotions and special events for a variety of clients including a local television station, a professional wrestling organization, a web entrepreneur, a legal consulting firm, a chain of satellite stores, a chain of cigar stores, a professional trade organization, and a cellular phone company. Consulted on a variety of civic and charitable concepts related to the City of Louisville including public works, downtown development and enterprise zone expansion. Utilized desktop design skills on Adobe PageMaker, PhotoShop and Illustrator. Created video concepts using Canon XL1 Digital camera equipment, Final Cut Pro and iMovie software. Developed IT marketing strategies, websites and sale concepts.

3/1997 - 2/2001 **HOUSE OF BLUE SMOKE, INC.** Louisville, KY USA

**President**

Opened new retail cigar, pipe and tobacco store in Louisville, Kentucky. Purchased all products, office furnishings, fixtures, security, and phone systems. Acted as own general contractor, choosing all subcontractors, and then supervising all construction on the unfinished site. Developed all marketing, advertising and special-event promotional programs for the store. Hired, trained and motivated the sales staff. Worked the sales counter and sales floor more than 70 hours per week during the first full year of operation. Formulated budgets, acquired necessary financing and filed all financial information as required of any similar small business.

4/1995 - 4/1997 **ROADRUNNER VIDEO ENTERPRISES, INC.** Louisville, KY USA

**President/COO**

Led Roadrunner through all aspects of an Initial Public Offering, and prepared the company for merger and acquisition with other publicly traded video rental companies. Directed all activity with legal counsel and external accounting firms during this period to prepare all filings and documentation as required of public companies under federal guidelines. Directed the corporation through a rapid expansion phase that included the acquisition of two video rental chain operations, and the opening of 8 stores. Expanded operations into Ramsey (NJ), Washington (DC), Indianapolis (IN), and points between Louisville and those locations. Increased market share in Louisville to an all-time high of better than 63% in the face of increasingly stiffer competition leading to an all-time high of better than $18-million in total annual revenue. Developed and maintained all seller/buyer relations with vendor and distribution representatives. Guided company through the legal complexities of defending against a federal adult video indictment, and a sexual harassment lawsuit. Negotiated leases, coordinated construction and purchased all key items for new store startup. Hired, fired, trained and motivated all store management, staff and corporate personnel totaling more than 350 associates. Maintained all marketing, advertising, promotional and public relations activities for the company as outlined below.

4/1993 - 4/1995 **ROADRUNNER VIDEO ENTERPRISES, INC.** Louisville, KY USA

**Vice President of Marketing**

Coordinated all advertising, marketing, and promotions for a 40-store chain of video specialty stores. Utilized advertising budget more than 300-thousand-dollars. Acquired cooperative advertising dollars from both distribution and studio sources to augment company budget. Created non-typical promotional events that generated a vastly improved public awareness, and increased sales in all markets. Worked very closely with major charitable concerns throughout the region including The Leukemia Society, Kidney Foundation, Home for the Innocents, MERF, Operation Brightside, and the St. Jude Hospital. Created relationships with important Louisville-area third party concerns such as The Louisville Ballet, The Kentucky Center for the Arts, The Museum of Science and History, Churchill Downs, The University of Louisville, and The Kentucky Derby Festival. Impacted the day-to-day business of an eleven-million-dollar operation through purchasing, design work, training, motivation, budgeting, and development of programs and store policy.

12/1990 - 4/1993 **SIGHT AND SOUND DISTRIBUTORS** Louisville, KY USA

**Branch Manager**

Opened new sales, warehouse, and distribution facility in Louisville, Kentucky. Hired, trained, and motivated complete inside and outside sales staff, warehouse management and staff, and data support staff members. Coordinated the purchase of all office furnishings, warehouse fixtures, security, and phone systems. Supervised all construction and renovation after assisting in site selection. Developed billing levels in excess of one-million-dollars per month in the company's most competitive region. Personally acquired total business commitment from Kroger - Nashville, becoming the first salesperson in company history to achieve the distinction of acquiring business from a complete Kroger division.

5/1989 - 12/1990 **SIGHT AND SOUND DISTRIBUTORS** Little Rock, AR USA

**Branch Manager**

Reenergized and organized the total sales efforts in a slumping sales and distribution facility that had spiraled from 14% to 9% of company business during the previous two years. Responded to challenge by redeveloping sense of purpose within existing sales staff, redirecting focus towards proper sales initiatives, and recreating a team framework between inside and outside sales that lead the Little Rock branch back to a 16% share of company business within 14 months after assuming position.

10/1988 - 5/1989 **SIGHT AND SOUND DISTRIBUTORS** Minneapolis, MN USA

**Branch Manager**

Opened new sales, warehouse, and distribution facility in Minneapolis after developing significant sales and business interests in that market. Hired, trained, and motivated complete staff to include sales management, inside and outside sales, warehouse management, warehouse, data support, and front office staff. Coordinated construction and build-out, and purchased all furnishings and finishing elements for branch opening. Developed sales and billing from zero-dollars to one-million-dollars within eight months after opening the doors.

9/1987 - 10/1988 **SIGHT AND SOUND DISTRIBUTORS** Kansas City, KS USA

**National Grocery Accounts Manager** (Western Region)

Acquired and maintained key grocery store accounts from the Western half of the United States, including the key cities of Minneapolis/St. Paul, Boise, Denver, Dallas, Kansas City, Salt Lake City, Fargo, LaCrosse, and Phoenix. Developed corporate relationships with grocery store and grocery wholesale/distributor operations. Produced complete proposals detailing terms of business. Conducted sales seminars for management and key staff members. Coordinated management and employee training sessions at both the store and corporate level. Skilled in the areas of cooperative advertising, trade show participation, business negotiation, program preparation, and overall communications. Secured the total business of a 30-plus grocery store chain within one month of taking position. Achieved a success rate of over 40% by generating new business from the "dead accounts" file. Maintained a schedule that required more than 60% of my schedule spent in travel.

5/1984 - 9/1987 **BLOOMER AMUSEMENT COMPANY, INC.** Belleville, IL USA

**Assistant Director of Video Operations**

Established network of video specialty stores more than tripling chain size within two years of taking position. Maintained all communications with individual store managers through weekly and monthly sales meetings. Purchased all hardware products. Provided sales training for 75 plus employees. Increased equipment sales by 185% from previous year by instituting new purchasing, sales training, and marketing techniques. Assisted in software purchasing decisions. Coordinated all promotions and advertising programs. Developed and maintained all ancillary video markets. Managed company's video business interests in related markets. Opened video departments in 25 Schnucks grocery stores, 18 Moto-Mart stores, and 108 Huck's convenience stores throughout Missouri, Illinois, and Indiana. Purchased all hardware and software for said departments.

11/1982 - 5/1984 **BLOOMER AMUSEMENT COMPANY, INC.** Belleville, IL USA

**Director of Advertising and Public Relations**

Planned advertising and promotional strategy utilizing a 150-thousand-dollar advertising budget. Developed an on-going advertising, promotion, and marketing plan that led to a 65% increase in sales in less than one month. Conducted market research resulting in successful recommendation changing store policy regarding video club memberships, and this resulted in an influx of over 15,000 new club members in less than one month. Maximum use of cooperative advertising by utilizing more than 100-thousand-dollars in yearly coop.

6/1981 - 11/1982 **CONTINENTAL CABLEVISION, INC.** St. Louis, MO USA

**Director of Advertising Sales**

Guided a staff of ten full-time and part-time sales persons. Established the concept of selling advertising for local origination programming, with the personal distinction of being the first salesperson in St. Louis television history to write a contract for advertising time during a local cable broadcast.

12/1980 - 6/1981 **CONTINENTAL CABLEVISION, INC.** St. Louis, MO USA

**Production Coordinator**

Produced and appeared in local origination programming, ranging from talk shows to live sporting events, and from public affairs programs to full-length features.

8/1979 - 12/1980 **WIBV RADIO OF BELLEVILLE, INC.** Belleville, IL USA

**Assistant Sports Director**

Anchored radio news and sports broadcasts. Delivered live play-by-play broadcasts of local sporting events. Provided coverage of local news items.

6/1978 - 8/1979 **WIBV RADIO OF BELLEVILLE, INC.** Belleville, IL USA

**Promotions Coordinator**

Implemented a wide variety of promotional activity with local business, civic organizations, and educational institutions. Spearheaded efforts to maintain "total community involvement" on the part of the radio station. During this period, the radio station enjoyed its highest ratings at any time during the previous 15 years.

**EDUCATION**

6/1980 **SOUTHERN ILLINOIS UNIVERSITY** Edwardsville, IL USA

**Bachelor of Science Degree**

Major: Communications/Marketing

Minor: English

Minor: Anthropology

5/2004 **CLEAR CHANNEL UNIVERSITY** San Antonio, TX USA

**The Gallup Organization**

Executive Management Program

**RELATED ACTIVITIES**

2010-Pres **Cincinnati Undy 5000**, Board Member, Cincinnati, OH

2010-2013 **Kroger Creations**, Executive Producer, Cincinnati, OH

2010-2013 **Cincinnati Food and Wine Festival**, Board Member, Cincinnati, OH

2005-2009 **The Dish**, Executive Producer, Cincinnati, OH

2005-2009 **Bengals Nation with Marvin Lewis**, Executive Producer, Cincinnati, OH

2004 **Lambda Chi Alpha**, Honorary Associate, Murray State University, Murray, KY

2003-2009 **Northern Kentucky University**, R/TV Adjunct Professor, Highland Heights, KY

2002-2009 **HomeWoRx**, Executive Producer, Cincinnati, OH

2001 **Louisville Fire**, AF2 Arena Football Videographer, Louisville, KY

2001-2002 **Ohio Valley Wrestling**, Show Promoter and Event Coordinator, Louisville, KY

2000-2001 **Louisville Panthers**, AHL Hockey Videographer, Louisville, KY

2000 **WBKI Television**, Television Talk Show Host, Louisville, KY

1994-1997 **Family Fun Times**, Magazine Publisher/Editor, Louisville, KY

1993-1997 **WQMF Radio**, Movie Critic, Louisville, KY

1993 **Inside Louisville**, Columnist, Louisville, KY

1992-1996 **WWKY Radio**, Talk Show Host, Louisville, KY

1978-1987 **WIBV Radio**, Sports Play-By-Play Announcer, Belleville, IL

1977-1978 **KSD Radio**, Metro-East News Reporter, St. Louis, MO

**ACHIEVEMENTS**

**2004-2008:**   Top NTR Station – Earned recognition for five consecutive years as #1 Clear Channel TV Station

**2003-2009:**   #1 Market Share – Led sales team as sales manager to #1 in the Miller-Kaplan Cincinnati audit

**CERTIFICATIONS**

**2014:** HubSpot Inbound Marketing Certified

**2015:** SoMe Academy Social Media Marketing Certified

**SOCIAL MEDIA**

**TWITTER:**   Twitter.com/waynejung (637 Followers)

**YOUTUBE:**   Youtube.com/user/wjung1 (542,506 Video Views)

**LINKEDIN:** Linkedin.com/in/waynejung (2,506 Connections)

**ADDITIONAL INFORMATION**

**PERSONAL:**   U.S. citizen. I have no travel or relocation restrictions.

**REFERENCES:**   Excellent personal and professional references are available upon request.