

ROBERT P. MARTIN

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Assistant Dean, Office of Internships/Career Placement and Senior Lecturer with proven ability to:

- Advise and develop effective strategies to assist students seeking relevant internship experiences and full-time communications positions.
 - Develop initiatives enhancing unit placing it in the forefront of programs throughout the country.
 - Lead a team and its programs and continually meet or exceed metrics and goals on an annual basis.
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AREAS OF EXPERTISE

Internship/Career Advising

Broadcast Management

Promotional Program Development

Budget Management

Contract Negotiation

Event Planning

Strategic Planning

Market Development

Training & Development

CAREER ACCOMPLISHMENTS

The Pennsylvania State University, College of Communications

1999- Present

ASSISTANT DEAN, OFFICE OF INTERNSHIPS AND CAREER PLACEMENT

- * Established guidelines and implemented all procedures for this start-up position. Responsible for the placement of over 5900+ undergraduates into for-credit internships over twelve-year period.
- * Developed strategic search strategies and on-line databases for internships and full-time career opportunities, specifically for College of Communications students.
- * Created and coordinated the first ever College of Communications “JobExpo.Comm” and “Success in the City” career/networking events, drawing 110+ communications firms annually to recruit for full-time and internship positions.

Citadel Communications Corporation (Formerly Telemedia Broadcasting Company) 1990 to 1999

A State College, PA based broadcasting group consisting of four radio stations and one cable graphics channel operating as part of one of the largest radio broadcasting companies in the nation.

GENERAL MANAGER

1997 to 1999

- * Responsible for managing and marketing four radio stations (WRSC-AM/WBLF-AM, WQWK-FM, WIKN-FM) and one cable graphics television station (WRSC Newschannel 54) with overall revenues of \$1.7MM and a staff of 40 broadcast professionals.
- * Increased revenues for the operation from \$1.5MM to \$1.7MM during a one-year period despite the pending acquisition and sale of the business. Consistently increased ratings for the stations.
- * Created and coordinated community/business based promotional and marketing events, including promotions in conjunction with Penn State sporting events, to enhance the awareness of five media outlets.
- * Negotiated contractual agreements with local/national advertisers and rates for nationally

cash flow. Renegotiated employment contracts with entire staff.

- * Created yearly revenue budgets and projections for the five outlets. Presented the financial reports to senior management of parent company. Led the restructuring of the business, including recruiting, hiring and managing of key department heads to handle accounting, business and programming functions.
- * Managed a 24-hour cable television station providing local news, sports, and weather with radio simulcast.

SALES & MARKETING MANAGER/ACCOUNT EXECUTIVE

1990 to 1997

- * Managed a staff of eight account representatives and sales assistants responsible for creating and selling advertising/marketing campaigns for clients on four radio stations and one cable television station in the State College, PA region. Increased revenues by 15% each year during a three-year period, ultimately to its highest level in 10 years.
- * Developed and secured major national and agency accounts producing revenues as large as \$50k per year through long-term relationship building and consultative selling.
- * Wrote and implemented a sales plan to identify and target key accounts for the sales force.
- * Created innovative promotional programs and spot advertisements to showcase clients' products and increase brand identity. Increased advertising dollars spent by beer companies by 80% over a one-year period through the development of co-promotional programs with area businesses.
- * Led the sales team in achieving the highest percentage of goal for four consecutive years; percentage ranked the highest of all the broadcast facilities in the Telemedia Broadcasting Company.
- * Secured the highest power rating in the State College marketplace in 1997 (calculated by amount of revenue generated versus Arbitron ratings).
- * Built the account base from 20 to 120 accounts and gross revenues from \$7k per month to over \$25k per month during a two-year time period.
- * Developed and implemented a comprehensive training program for new account executives to increase trust and credibility among customers.
- * Increased sales revenues by 23% in one year through the recruitment and training of top sales professionals.

OTHER PROFESSIONAL EXPERIENCE

Senior Lecturer

1998- Present

The Pennsylvania State University, College of Communications

- * Teach Broadcast/Cable Sales & Marketing and Management courses to undergraduate students.

ORGANIZATIONS

- * State College YMCA- Board of Directors- 1995-1997
- * Sight Loss Support Group of Central Pennsylvania - Volunteer

* Chi Phi Fraternity Alumni Board Member 2003-present

EDUCATION

The Pennsylvania State University	B.A. Journalism – Broadcasting	1987
The Pennsylvania State University	Education - Graduate Courses completed	1999-2000