

## **Robert Dayton Wray**

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### **PROFESSIONAL EXPERIENCE**

#### **Director of Marketing, TelevisionWeek Crain Communications, Los Angeles 4/99-7/03**

##### **Responsibilities**

- Planned and executed all marketing, promotion, sales support and publicity for TelevisionWeek and its conference, Internet, video, newsletter and custom publishing businesses
- Worked with publishers and ad managers to produce advertising, collateral, direct response and Web content
- Wrote and edited ad-supported content, including TV industry directories, entertainment guides, conference programs and online streaming events
- Managed marketing budget, strategic partnerships, conferences and special events
- Produced and managed TVweek.com, an award-winning Web site with more than 350,000 unique visits and 1.2 million ad impressions monthly

##### **Achievements**

- Created new brand identity for Electronic Media weekly and coordinated relaunch as TelevisionWeek, a national entertainment industry newspaper with 140,000 readers
- Directed design and launch of [TVweek.com](http://TVweek.com) in three months
- Marketed and managed annual Upfront Television Ad Summit, generating 500 paid registrations and \$220,000 in ticket revenue in 2003. Created Summit program, direct mail, advertising, Web site, signage, registration materials and sponsorship promotions
- Conceived and created series of TV industry e-mail newsletters with 25,000 industry subscribers

#### **Director of Marketing and New Media, Pensions & Investments/InvestmentNews Crain Communications Inc., New York 3/95-4/99**

##### **Responsibilities**

- Planned and executed all marketing and sales promotion for the advertising, Internet, conference, newswire, custom publishing and database businesses of two investment newspapers
- Created direct-mail campaigns, advertisements, sales materials, newsletters, press releases and Web content
- Simultaneously produced and managed two successful financial news Web sites
- Managed booth design, staff registrations and issue distribution at 30 industry events annually
- Oversaw \$1.1 million annual budget, developed business partnerships and supervised promotion managers

##### **Achievements**

- Developed prototype, brand theme, advertising, collateral and sales presentations for the successful launch of the national financial services weekly, InvestmentNews
- Created business model, architecture and content for Pionline.com, a 250,000-page Web site named one of the Internet's Top 12 financial research sites by Dow Jones
- Marketed and managed a series of profitable investment management conferences in the U.S. and Europe

**Creative Director**  
**BMT Communications Inc., New York 2/91-3/95**

**Responsibilities**

- Directed five-person team responsible for all marketing, publicity and research for five magazines and four trade shows, including Convenience Store News, Gaming & Wagering Business and the World Gaming Congress & Expo
- Created ad campaigns, direct-mail, sales kits, presentations, newsletters, speeches and videos
- Worked directly with major accounts, including Pepsi-Cola and Miller Brewing, to write and produce advertising campaigns and supplements
- Directed attendee, exhibitor and publicity programs for world's largest gaming convention and other shows

**Achievements**

- Increased annual revenues by department-produced ads and supplements 25-fold to \$600,000 per year
- Tripled paid attendance at Gaming Congress to 18,000 and increased exhibit sales from 600 to 1,500 booths

**PRIOR HISTORY**

- President, Rob Wray & Associates, Jersey City, N.J. 9/89-2/91
- Created marketing plans and materials for national media clients, including Cahners and Ziff-Davis
- Senior Copywriter, Ziff-Davis Publishing Co., New York 12/86-9/89
- Produced ad campaigns and direct mail for PC Week, Government Computer News and other publications
- Copy Chief, IMC/West, Los Angeles 8/84-6/86
- Wrote print and broadcast advertising for entertainment clients, including Twentieth Century Fox and Lorimar-Telepictures
- Promotion Coordinator, Petersen Publishing Co., Los Angeles 8/82-8/84
- Wrote and produced more than 500 ads, press releases, flyers and radio spots for 15 consumer magazines, including Motor Trend and Teen

**EDUCATION**

- University of Maryland European College, Heidelberg, Germany. Studies focused on journalism, communications and English. Dean's List. 1977-81
- New York University, New York. Advanced writing courses. 1997-1999

**SKILLS**

- Versatile marketing professional with experience in television, entertainment and media industries
- Department head with budgetary, supervisory and P&L experience
- Award winning Web architect with expertise building and managing multiple Internet sites
- Accomplished event planner with proven record of building conference and exposition revenue
- Creative copywriter with direct-response, advertising, collateral and interactive expertise
- Resourceful publicist with insider's knowledge of print and electronic media
- Experienced e-mail marketer with a command of opt-in e-mail techniques
- Graphic designer with extensive knowledge of print buying and production
- PC and Mac proficient in Quark Xpress, MS Word, Excel, Powerpoint, Photoshop, Acrobat and ACT