

# Matthew Paul Johnson

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*A marketing & advertising professional with proven experience to create awareness, drive sales, and significantly contribute to the bottom-line.*

Account Manager/Media Director/Business Unit Manager/General Manager

Comprehensive Knowledge and Business Vision in:

Advertising and Marketing — Media Buying/Planning— Consumer and B2B Products  
Profit and Loss/Budget Ownership — Corporate and Brand Marketing — Team Building and Leadership  
Strategic Planning — Process Improvement — Account and Project Management — Business Development

## PROFESSIONAL EXPERIENCE

### Ricoh USA

#### *Senior Account Manager*

2010 to Present  
Richmond, Virginia

- Recruited by Ricoh Management to manage area's largest account.
- Provide findings to senior management on account needs, process improvement, and new business opportunities.
- Oversee all budgets, timelines, traffic, staffing needs, vendor selection, and production
- Responsible for testing and developing new services, products, and processes to increase sales and efficiency.
- Supervision of 10 associates, including hiring, training, and quarterly reviews.
- Responsible for annual budget, monthly forecasting, and P&L management.
- Serve as a liaison between client and Ricoh management, including all presentations and client meetings.

#### *Selected Accomplishments:*

- Creation of comprehensive Standard Procedures Guide.
- Implemented tracking system that provided client with an online system to more accurately forecast printing expenses.
- Developed standardize look for all print centers in each business unit.

### Progressive Group Alliance (a division of Performance Food Group)

#### *Creative Manager*

2004 to 2009  
Richmond, Virginia

- Recruited by multi-billion dollar buying group to turn-around declining profits of this \$1.5 million marketing division.
- Effective use of SWOT, key metrics, and research data to help determine target audience and marketing solutions.
- Implemented all corporate and brand advertising, including print, ooh, broadcast, event, direct mail, and online media.
- Responsible for new product launches, brand campaigns, sales programs, and corporate marketing.
- Measured results for awareness, sales, and direct response programs to ensure positive return on investment.
- Provided findings to senior management on account needs, process improvement, and new business opportunities.
- Supervised creative team, as well as outside agencies and vendors – averaged 60+ projects per month.
- Managed all budgets, timelines, traffic, staffing needs, vendor selection, production, and creative direction.
- Served as liaison between marketing, brand, sales, legal and creative units.

#### *Selected Accomplishments:*

- Completed transformation of business unit from loss to profitability of over \$260K Net Operating Profit.
- Creation of 2007 flyer program sold to (40) customers which yielded \$150,000 in new Net Operating Profit.
- Development of print-on-demand system that allowed customers to produce and order marketing tools online, saving company time and money vs. antiquated conventional methods, as well as creating a new revenue stream for division.
- Winner of multiple company performance awards for exceeding budget and revenue goals.
- Appointed by the CEO to Operations Committee to establish company's strategy and direction.
- Creative Awards in 2004 – 2008 from PIVA and IFDA. Both industry organizations recognized our work for creative and strategic merit, and how it helped customers exceed their marketing goals.

### Planet Central

#### *Account Manager & Media Director*

2000 to 2004  
Richmond, Virginia

- Hired by advertising agency's managing partner to handle key accounts and to manage \$2+ million media budget.
- Planned, negotiated, and purchased all client media including radio, cable, tv, print, outdoor, and online campaigns.
- Managed accounts for marketing and advertising needs, utilizing a fact-based selling and attention to detail approach.

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- Creation of corporate, brand, and sales marketing tools including printed, event/ sponsorship, and web initiatives.
- Responsible for client activities including day-to-day calls, research, presentations, meetings, and campaign analysis.
- Managed all budgets, timelines, traffic, staffing needs, vendor selection, production, and creative direction.
- Collaborated with creative teams to ensure success toward strategic goals, strong creative, as well as following corporate, brand, and/or creative guidelines. Responsible for obtaining all approvals by necessary departments.

***Selected Accomplishments:***

- Developed a creative box mailer program for GE Financial that secured 3 year commitment as their agency of record.
- Created cost efficient search engine marketing program that increased sales leads by 350% at a reduced cost.
- Managed large Food Network media buy, with direct correlation of sales inquiries based on running during select programs that we identified, tested, and recommended.

**WKHK Radio**

***Marketing Manager***

**1999 to 2000  
Richmond, Virginia**

- Hired to manage station's key agency and corporate accounts.
- Charged with development of new business and increasing client spend through fact-based selling.
- Created effective schedules, co-op programs, and sponsorships to immediately impact clients' businesses.

***Selected Accomplishments:***

- Brought in 3 new clients per month and exceeded new business budget by 19% per year.
- Sold clients to block-buy stations, which gave AMFM group lion-share of clients' advertising dollars.
- Created area McDonalds/Nissan "car give-away", that provided all four of AMFM stations with the majority of the advertising dollars from both clients.
- Consistently exceeded sales goals and multiple winner of new business contests.

**Oakwood Homes**

***General Manager***

**1997 to 1999  
Jackson, Tennessee**

- Recruited to open new sales center in Sevierville, TN. Promoted to General Manager within 13 months to increase sales volume and turn around declining sales.
- Responsible for all sales, service, media, and administration needs of large retail sales center.
- Managed 15 employees, as well as profit & loss management.

***Selected Accomplishments:***

- Increased sales by 22%, and consistently achieved monthly sales goals.
- Solved all existing customer service complaints within first 90 days of taking over as General Manager by creating service task force to take care of all existing punch list items, allowing sales team to focus on new business efforts.

**WKHK Radio**

***Account Executive***

**1995 to 1997  
Richmond, Virginia**

- Hired to focus on finding revenue through cold-calling and new business efforts.
- Charged with development of new business, creating sponsorship tie-ins, and co-op opportunities.
- Utilized industry knowledge and research to provide accurate sales forecasting each month.

***Selected Accomplishments:***

- Secured an average of 5 new clients per month.
- Worked with customers' suppliers and manufacturers to secure co-op advertising dollars.
- Created third-party advertising opportunities to help subsidize media costs to the customers.
- Winner of multiple monthly new business contests.

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## EDUCATION

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**Virginia Commonwealth University**  
***Bachelor of Science, Advertising***

**1988 to 1992  
Richmond, Virginia**