

HOWARD WORNOM

*Innovative marketing and sales guru with
eighteen years of experience*

- *Print and online advertising*
 - *Creative marketing*
 - *Promotion*
 - *Ad sales*
- *Computer presentations*
 - *Graphic design*

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WORK EXPERIENCE

Retail Advertising Account Executive, July 2009 – February 2012, Caroline Progress, Bowling Green, VA

- Sold and created display advertising campaigns in a variety of print and online products while maintaining and growing a retail account list
- Sold, wrote and designed Yellow Page advertising for the Caroline County Phone Directory
- Created and wrote flyers and email blasts targeting B2B clients
- Copyedited news articles
- Assisted with pagination process using InDesign and Acrobat

Co-op Advertising and Vendor Support Coordinator, May 2007 - December 2008, Richmond Times-Dispatch, Richmond, VA

Sold and created advertising campaigns designed to partner retailers or other advertisers with manufacturers, distributors and business partners. Concentrated on upscale vendor sections and discovering discretionary revenue while maintaining and growing a retail account list. Called on existing accounts with assigned territory sales executives.

Presentations Coordinator, 1999 - 2007, Richmond Times-Dispatch, Richmond, VA

Designed and produced computer presentations and print publications for the advertising, marketing, and promotion departments, and for administration

- Designed web site for marketing department, along with online media kit for marketing, advertising and promotion depts.; wrote and managed creation of introductory Flash animation
- Created and wrote flyers, mailers, sales materials, pamphlets, books and many other forms of print materials for the advertising and marketing departments
- Created onscreen presentations and print promotional plans for managers and advertising and marketing departments; helped maintain audio-visual equipment
- Assisted with design and implementation of presentation monitors in RTD lobby
- Created presentations for national and state functions at 1999 and 2000 NAA conferences and 2000 VPA conference
- Designed flyers and mailers for newspaper and employee products, and in-house ads to boost circulation
- Designed and wrote bimonthly departmental newsletter for inclusion with AMA newsletters

Co-op/Presentation Advertising Media Consultant, Daily Press, Newport News, VA, 1994-1999

Sold and created co-op advertising campaigns, special projects, vendor sections and on-screen presentations for retail and classified advertising departments

- Coordinated all co-op campaigns and actively sought sources of incremental revenue. Maintained an extensive retail account list while also working on telemarketing sales, inside sales, online sales, and major accounts. Responsible for \$400,000 - \$800,000 of annual revenue.
- Coordinated vendor advertising program and solicited and created special sections for Anheuser-Busch, Miller Oil Company, Hauser's Jewelers, Coliseum Mall and Patrick Henry Mall; created vendor section agreement for advertisers
- Computer presentation specialist for advertising department; created approximately 35 individual on-screen presentations and assisted with many others; taught PowerPoint to sales reps; wrote and designed instruction manual for presentation equipment; consultant to tech support on new presentation equipment; taught PowerPoint at Virginia Press Services workshop to representatives from across state
- Winner of 1999 Newspaper Association of America ACME Award of Excellence; three ACME awards in 1998
- Winner of three 1998 Virginia Press Services Awards for Advertising, including 1st Place for Hauser's Jewelers vendor section; three 1997 awards; two 1996 awards; one 1995 award
- Attendee at 1997 Newspaper Association of America Co-op Workshop and Conference, Long Beach, CA; winning team, best presentation; participant, Share-An-Idea
- Williamsburg TV magazine task force; obtained agreements with 65 hotels to distribute TV magazine; designed and co-wrote hotel and advertising promotional kits
- Wrote and performed commercial voice-overs for 1-Line telephone product
- Winner, Tribune Values Award 1996; three-time Employee of the Month

English Instructor, Hampton University, Hampton, VA

- Fall 1985 - Spring 1991
- Full-time and Adjunct English Instructor
- Taught full course load, Freshman Composition 101 and 102, emphasis on cultural literacy and literary/film analysis

EDUCATION

University of Miami

Graduate School in English/Creative Writing, 1981-1983

GPA 3.3

Intensive writing workshop program

Old Dominion University

B. A. in Art, 1981; concentration in English/Creative Writing

Art, painting and graphic design

Five writing workshops

Filmmaking and scriptwriting; acting and theatre production

Hampton High School

Graduated 1976

REFERENCES

Bruce Langhorne, Advertising Director, Lakeway Publishers of Virginia

“I have known Rus for at least 15 years. We first met when he worked for the Newport News paper and I was with the Richmond Times-Dispatch. We worked on some co-op advertising projects together and attended some of the same sales seminars. We then both worked at the Richmond Times-Dispatch. During this time I found Rus to be very capable at anything he tried. His ability to put together presentations for my sales calls was first caliber. I traveled the nation calling on National advertisers with Rus's presentations in hand. Then when I worked as Advertising Director with Lakeway Publishers Rus was one of my sales executives. He was the sole salesperson for the Caroline Progress and has been doing a great job. This paper is in a rural area and advertisers were few and far between. With hard work and initiative Rus was able to drive revenue dollars both in print and for our online presents. He is a very capable, hard working and forward thinking sales person but I believe his true strength lies in his ability to put together computer driven presentations that will wow the customer. Rus is a fun person to work with and someone a company would want to have working on their staff.”

Mosby Wigginton Jr., Sales & Marketing Director, Lakeway Publishers of Virginia

“I worked with Rus while we were both at the Richmond Times-Dispatch and then later when he was Display Account Executive at the Caroline Progress. I believe this gives me a unique perspective into the incredible flexibility and talents this man brings to any job or task he undertakes. At the RT-D, his primary responsibility was to design, write and produce over-the-top, beautiful and guaranteed-to-work sales presentations for the sales force and advertising/marketing executives. Later, he dug deep to find co-op for needy customers in order to maximize their advertising budgets. In other words, salespeople, leaders and clients loved his work. At the Caroline Progress he is the sole salesperson, co-op guy, presentation writer and business builder for a weekly newspaper in a growing county. He is hard-working, dedicated, innovative and talented. He is also a wonderful writer whom I would strongly consider for future news leadership positions as well.”

Tim Loughran, General Manager - New Products Division, Richmond Times-Dispatch

“My numerous collaborations with Rusty W. at the Richmond Times-Dispatch were always fun and ultimately quite productive on many distinct levels. His irreverence, creativity, intelligence, humor, energy and straight-ahead communication made difficult projects easy to complete, and frequently prompted me to think differently about and take new, productive directions in other areas of my business. He's a clever, independent thinker and would be a welcome breath of fresh air for any enterprise that finds itself in need of new energy and greater productivity.”

Charles Bowles, Retail Advertising Manager, Richmond Times-Dispatch

“Rus Wornom has a strong command of sales practices and principles. He has significant and deep knowledge of the intricacies of co-op advertising. Rus' genuine concern for the customer, coupled with his infectious humor, make him a natural in sales. I've known Rus for many years and consider him to be an asset to any serious sales organization.”

Belinda Brizendine, Account Executive, Richmond Times-Dispatch

“Rusty was one of THE most energetic creative advertising executives I had the pleasure to work with. His quick wit and outstanding customer service was loved by all; especially the relationships he developed with his customers and the community at large. Any organization who is looking for a top quality executive and wants first rate results, he's your guy.”

Jennifer Barbin, Account Executive, WWBT

“Rusty was incredibly detail oriented and creative when putting together presentations for our clients. He was very knowledgeable in co-op marketing and finding funds that had been left on the table for clients to spend. He was a great asset to my campaigns.”

Tara Snodgrass, Advertising Account Executive, Richmond Times Dispatch

“Rusty's sales and marketing expertise combined with his wonderful sense of humor made working with him a real pleasure. His creativity and knack for finding untapped resources was of great value to our sales department, clients and entire organization. His willingness to go above and beyond what was expected of him puts him in a true class of his own.”

Janiece Bernardini, Traffic Specialist, Richmond Times-Dispatch

“Rusty always had a smile on his face and could put one on yours. Working with Rusty was a constant pleasure. He knew exactly what he needed to get the job done and was always on top of his game.”

G.H. "Bert" Johnston, Jr, Sr. Interactive Account Executive, Media General

“Rus or as his friend's call him "Rusty" is one of the most personable and witty individuals you will ever meet. He has great integrity and will always do his very best to take care of the customer with an eye on his goals never just trying to "sell" something to the customer but putting their interest first.”

Boz Boschen, Account Executive, Richmond Times-Dispatch, currently at the Martin Agency

“Rus was a valuable asset to the sales team, helping assess client needs and mining research for valuable co-op funding. His expertise in researching available co-op funds was highly appreciated by clients, many of which were too small to afford their own marketing or creative services departments. His affable manner made working with him a laugh, even under deadline pressures.”

SOCIAL MEDIA

Facebook <https://www.facebook.com/RusWornom>

LinkedIn <http://www.linkedin.com/in/ruswornom>

Twitter <http://twitter.com/RusWornom>

Profile (writer) <http://profiles.google.com/ruswornom>

Blog <http://takeanotherroadtoanotherthetime.blogspot.com>

WRITING EXPERIENCE

- Freelance Book Reviewer, 2008-present
- Book Reviewer, *Richmond Times-Dispatch*, 2007 - 2008
- Fiction and nonfiction judge for *Rebel*, the annual literary magazine of East Carolina University
- "Addison's Disease: A Feline Phenomenon," published in *Cat Fancy*, April 1998
- First short story, "Puppy Love Land," published in *Magazine of Fantasy & Science Fiction*, April 1996; later nominated onto preliminary ballot for Best Novella of 1996, Horror Writers of America Awards
- Speaker at Chesapeake Romance Writers seminar, Newport News School for Gifted Students, Dozier Middle School, Tabb High School and Machen Elementary School on Creative Writing, Fiction and Journalism
- Guest and panelist at Sci-Con, Virginia Beach, VA
- First novel, *Spelljammer: The Ultimate Helm*, published by TSR Books, September 1993 (ISBN 1560766514); 2nd and 3rd novels, *Dungeon of Fear* (ISBN 1560768355) and *Castle of the Undead* (ISBN 1560768363), published March 1994. *Spelljammer* listed on Waldenbooks' Science Fiction/Fantasy Bestsellers list, October 1993
- Pitched script ideas to *Star Trek: The Next Generation*
- Feature article published in *Gauntlet*, an anti-censorship magazine
- Article published in *Omni* on censorship and the works of Stephen King, December 1989
- Associate editor, writer and interviewer for *The Stephen King Companion* (ISBN 0836279786), September 1989, Andrews and McMeel
- Contributing Editor to *Storyboard*; detailed article published on the creation of Disney's Haunted Mansion, September and November 1989
- Article published in *Premiere* on the evolution of the Batman, July 1989
- Interviewed on Financial News Network about Batman and comic book collecting
- Freelance novel editor; provided critiques and grammatical assistance on writing popular fiction
- Articles published in *PortFolio*, a weekly tabloid in Hampton Roads with circulation over 100,000, 1983-1987, and in the Greensboro, NC Spectator
- Short story, "Old Habits," Honorable Mention in *Twilight Zone Magazine's* third annual story competition, 1983

LITERARY AGENT

Andrew Zack, The Zack Company