

# Christy Nielsen



914 SW SECOND STREET • McMinnville, OREGON 97128 • 503/434-4442

## OBJECTIVE

To secure the position of Advertising Manager for the News Register.

## SUMMARY OF QUALIFICATIONS

Nearly twenty years in all aspects of excellent customer service. Eleven years in all varieties of newspaper advertising, including classified sales, display sales, production and design. Familiarity with newspaper revenue sourcing and strategizing. Broad understanding of newspaper operations including press, revenue, accounting and personnel management. Wide experience in planning and marketing of special sections and promotions. Experience in sales training and inter-departmental coordination.

## WORK EXPERIENCE

### Account Executive

June 1996 - Present

*News-Register • PO Box 727 / 611 NE Third St • McMinnville, OR 97128*

Successfully sold display advertising space for thrice-weekly newspaper. Contributed to departmental success by creating and sustaining sales increases within my clientele for six consecutive years. Secured new revenue with establishment of popular quarterly real estate Parade of Homes spadia. Secured new revenue with establishment of Auto Showcase. Maintained and updated web-based Homefinder service. Established and served as first president of ONO employee association. Appointed to Marketing Committee with management team. Volunteered for Mission Statement Planning Committee and assisted in crafting newspaper's mission statement. Volunteered as newspaper's representative at numerous community events and festivals. Developed holiday-themed company floats for holiday parades as marketing tool.

### Classified Sales Representative

March 1995 - May 1996

*News-Register • PO Box 727 / 611 NE Third St • McMinnville, OR 97128*

Performed exceptional customer service in placement of classified advertising. Assisted legal community in placing legal notices. Sold display space for special sections. Handled cash in a highly responsible manner. Performed weekly and monthly accounts receivable billings. Collected past-due accounts. Backed up receptionist on multi-line switchboard.

### Office Manager, Accounts Payable

June 1991 - September 1993

*Total Property Management, Inc. • 2 Corporate Park, Ste 200 • Irvine, CA 92606*

Handled correspondence from property managers. Prepared homeowners associations' budgets. Composed letters of violation. Kept accurate minutes of board of directors' meetings. Received and approved invoices for payment. Entered invoices into database. Reconciled 82 checking and money market accounts monthly. Liaised between bank and homeowners associations.

## EDUCATION

### Long Beach City College

September 1985 - June 1987

Long Beach, CA

Studies in Liberal Arts with special emphasis in Early Childhood Education.

### Robert A. Millikan High School

September 1981 - June 1985

Long Beach, CA

Graduate, 1985