

Scott M. Reding

Contact Information Removed
For Security Reasons

Profile

Hard working and self-motivated individual with over 7 years of experience. Strong problem-solving, analytical, and organizational skills. Creative eye for design. Works diligently and efficiently without supervision.

Computer Skills

Adobe Photoshop	JavaScript, PHP, MySQL	Microsoft Excel Power User
Adobe Flash	Visual Basic Script, Macros	Microsoft Word
XHTML and CSS	IBM Cognos 8 BI Report Studio	Microsoft PowerPoint
Adobe Dreamweaver	Oracle RDBMS	Microsoft Access

Work Experience

Bid Analytics Specialist, January 2010 – Present

School Specialty Inc., Educational Resources Consumable Bids and Contracts, Norcross, Georgia

- Create and deliver dynamic actionable reports for sales force and bid teams used to track bid activity, value, and revenue on a weekly, monthly, and quarterly basis.
- Summarize and communicate analytic findings, insights, and recommendations via executive-level summary documents to support management decision making.
- Develop process summary documents and manuals to ensure consistent and efficient reporting practices are followed.
- Analyze bidding processes and furnish proposals for continued improvement.
- Improve bid team performance visibility across all levels of management.
- Serve on data warehouse conversion team to provide input on changes to sales data mart required for accurate consumable bid department reporting.

Account Executive, Analyst, Planner, Directional Marketing, April 2005 – January 2010

TMP Directional Marketing, Atlanta, Georgia

- Delivered superior service to both corporate and dealer based accounts with billings ranging from \$100,000 to \$6,500,000 in yellow pages print advertising.
- Analyzed and compiled client specific data daily to fulfill internal and external inquiries.
- Assisted in the development of an online client dashboard used to track yellow page program updates.
- Designed annual yellow page media plan partnerships including persuasive, value-based recommendations.
- Applied graphic design knowledge and artistic ability to create materials for office events, committees, and marketing campaigns.
- Oversaw creation of advertising artwork through delivery to publisher, including proofing for typos, publisher specification violations, and other related discrepancies.
- Managed all aspects of various projects including planning, resource allocation, and budget.
- Collaborated with Operations department to ensure accurate implementation of account standards and requirements.
- Utilized, processed, and tracked publisher incentives and completed necessary documentation.
- Negotiated print advertising discounts to maximize value and meet return on investment goals.
- Implemented call volume tracking programs and sound directory selections to prove print advertising value.

Client Service Associate, August 2004 - April 2005

TMP Directional Marketing, Atlanta, Georgia

- Developed rapport with client management and maintained strong working relationships.
- Entered new orders, made client and publisher requested changes to existing orders, and updated renewals for Yellow Page and White Page advertising.
- Processed White Page change requests, including completion and tracking of forms.
- Received, investigated, and followed through on client/publisher correspondence to resolve order discrepancies.
- Assisted with special projects and maintained efficient file management.

Marketing and Advertising Intern, Fall 2002

Columbus McKinnon Corporation, Amherst, New York

- Assisted in the development of the Columbus McKinnon Corporation Industrial Products Division web site, www.cmindustrial.com.
- Created marketing materials including product bulletins, sales sheets, and follow-up surveys.
- Analyzed marketing department needs and applied organizational skills to enhance efficiencies.

Education

Internet Specialist – Web Site Designer, December 2009

Gwinnett Technical College
Dean's List All Quarters, GPA: 4.0/4.0

Bachelor of Science in Business Studies, December 2002

State University of New York College at Buffalo
Dean's List All Semesters, GPA: 3.9/4.0

References

Available upon request