

# Scott M. Reding

---

Contact Information Removed  
For Security Reasons

---

<b>Profile</b>	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.		
<b>Computer Skills</b>	Adobe Photoshop Adobe Flash XHTML and CSS Adobe Dreamweaver	JavaScript, PHP, MySQL Visual Basic Script, Macros IBM Cognos 8 BI Report Studio Oracle RDBMS	Microsoft Excel Power User Microsoft Word Microsoft PowerPoint Microsoft Access
<b>Work Experience</b>	<p><b>Bid Analytics Specialist</b>, January 2010 – Present School Specialty Inc., Educational Resources Consumable Bids and Contracts, Norcross, Georgia</p> <ul style="list-style-type: none"><li>• 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.</li><li>• Summarize and communicate analytic findings, insights, and recommendations via executive-level summary documents to support management decision making.</li><li>• Develop process summary documents and manuals to ensure consistent and efficient reporting practices are followed.</li><li>• Analyze bidding processes and furnish proposals for continued improvement.</li><li>• Improve bid team performance visibility across all levels of management.</li><li>• Serve on data warehouse conversion team to provide input on changes to sales data mart required for accurate consumable bid department reporting.</li></ul> <p><b>Account Executive, Analyst, Planner, Directional Marketing</b>, April 2005 – January 2010 TMP Directional Marketing, Atlanta, Georgia</p> <ul style="list-style-type: none"><li>• 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.</li><li>• Analyzed and compiled client specific data daily to fulfill internal and external inquiries.</li><li>• Assisted in the development of an online client dashboard used to track yellow page program updates.</li><li>• Designed annual yellow page media plan partnerships including persuasive, value-based recommendations.</li><li>• Applied graphic design knowledge and artistic ability to create materials for office events, committees, and marketing campaigns.</li><li>• Oversaw creation of advertising artwork through delivery to publisher, including proofing for typos, publisher specification violations, and other related discrepancies.</li><li>• Managed all aspects of various projects including planning, resource allocation, and budget.</li><li>• Collaborated with Operations department to ensure accurate implementation of account standards and requirements.</li><li>• Utilized, processed, and tracked publisher incentives and completed necessary documentation.</li><li>• Negotiated print advertising discounts to maximize value and meet return on investment goals.</li><li>• Implemented call volume tracking programs and sound directory selections to prove print advertising value.</li></ul> <p><b>Client Service Associate</b>, August 2004 - April 2005 TMP Directional Marketing, Atlanta, Georgia</p> <ul style="list-style-type: none"><li>• Developed rapport with client management and maintained strong working relationships.</li><li>• Entered new orders, made client and publisher requested changes to existing orders, and updated renewals for Yellow Page and White Page advertising.</li><li>• Processed White Page change requests, including completion and tracking of forms.</li><li>• Received, investigated, and followed through on client/publisher correspondence to resolve order discrepancies.</li><li>• Assisted with special projects and maintained efficient file management.</li></ul> <p><b>Marketing and Advertising Intern</b>, Fall 2002 Columbus McKinnon Corporation, Amherst, New York</p> <ul style="list-style-type: none"><li>• Assisted in the development of the Columbus McKinnon Corporation Industrial Products Division web site, <a href="http://www.cmindustrial.com">www.cmindustrial.com</a>.</li><li>• Created marketing materials including product bulletins, sales sheets, and follow-up surveys.</li><li>• Analyzed marketing department needs and applied organizational skills to enhance efficiencies.</li></ul>		
<b>Education</b>	<b>Internet Specialist – Web Site Designer</b> , December 2009 Gwinnett Technical College Dean's List All Quarters, GPA: 4.0/4.0	<b>Bachelor of Science in Business Studies</b> , December 2002 State University of New York College at Buffalo Dean's List All Semesters, GPA: 3.9/4.0	
<b>References</b>	Available upon request		