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(303) 232-1100

Arvada, Colorado

35+ years of experience in marketing and advertising. Top management experience, including President of company divisions. Responsible for budget management and revenue projections, hiring and motivating professional staff, building excellent client relationships, day-to-day operational leadership, developing innovative growth strategies, maintaining mutually beneficial relationships with high profile vendors across the country.

January 1999 – present

Blue Onion Media, LLC

Lakewood, CO

Joined the company to manage the media business unit of full service ad agency parent, Network Affiliates. Successfully transitioned from a media buying service to a fully integrated strategic planning and execution agency. Recently purchased the Blue Onion Media division. Past and current clients include The Broadmoor, Quick Weight Loss Centers, Adventure Dental, Arby's, Denver Rescue Mission, Which Wich Superior Sandwiches, Rocky Mountain ACE Hardware Stores, Regis University School for Professional Studies, King Soopers (Kroger), Colorado Ski & Golf, Hotel Del Coronado, La Costa Resort & Spa, Feld Entertainment (Disney on Ice, MonsterJam), Miraval Resort, KCNC-TV CBS 4 Denver, Bonneville Communications (KYGO-FM, KKFN-FM, KOSI-FM), Good Feet Arch Support Stores, Shopko Stores, Dollar Tree, HomeVestors of America.

August 1994 – December 1998

Gleason Calise Associates/MediaWise Dallas, TX

Initially hired to manage client relationships in the 70-person, \$100 million advertising agency. While there, launched a separate strategic media planning and buying division called MediaWise. MediaWise grew from zero to \$25 million in capitalized billings in under 3 years. Clients included Sara Lee Foods, Mary Kay Cosmetics, Time Warner Cable, Don Pablo's Mexican Kitchens, Busy Body Home Fitness, Rosewood Hotels & Resorts.

November 1985 – August 1994

Empower MediaMarketing Cincinnati, OH

Hired as the 5<sup>th</sup> person in a firm that grew to 150 employees and \$300 million in capitalized billings in 9 years. Led the client service team for LensCrafters, helping the retailer grow from 7 stores in 5 markets to over 600 stores in 125 U.S. markets plus Canada, Puerto Rico and London. Other clients included Easy Spirit Shoes, Casual Corner, Petite Sophisticate, DoubleTree Hotels. Also developed learning content and materials for a multi-media training seminar for marketing professionals as a revenue-generating project.

## EILEEN B. WEINERT

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August 1983 - October 1985

KOAA-TV (NBC) Colorado Springs, CO

### *Regional Sales Manager*

Responsible for \$6 million in TV station advertising revenue generated from Denver area ad agencies and direct clients. Prospected for new advertisers while maintaining excellent service with existing clients.

August 1982 - August 1983

KCNC-TV (CBS) Denver, CO

### *Sales Research Manager*

Responsible for assisting sales people with Nielsen ratings research, promotional materials and client presentations. Trained new sales people on ratings methodology and competitive analysis.

January 1980 - August 1982

Arbitron Ratings Company, Los Angeles, CA

### *Regional Sales Manager*

Responsible for sales and client training for syndicated television research to advertising agencies and program syndicators in 30 markets.

July 1976 - January 1980

Bozell & Jacobs Advertising, Phoenix, AZ

### *Media Planner/Buyer*

Planned and bought all forms of media for agency's clients. Learned all aspects of using syndicated research tools, estimating audience size and post-analyzing clients' schedules.

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## EDUCATION

Arizona State University, Tempe AZ

May, 1976

Bachelor of Science in Business Administration

*With High Distinction*

Field of Specialization: Marketing

Pi Sigma Epsilon and Alpha Lambda Delta

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## ACTIVITIES

Hiking, biking, snow shoeing, gardening, cooking

Active member and small group leader at Spirit of Christ Catholic Community

Volunteer at Denver Rescue Mission

Guest lecturer at University of Denver Daniels College of Business Marketing Department

Former Big Sister with Big Brothers/Big Sisters

Past President of Ad2 Phoenix

Past Vice President and Ad Professional of the Year, Denver Advertising Federation