

**Ray Hitchcock**  
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**SUMMARY** A Marketing Manager with Marketing, Advertising, Public Relations, Direct Mail and Media experience, with extensive Writing and Producing Skills of more than 20 years, Sales 10 years.

### **CAREER HIGHLIGHTS**

- ◆ Proven Skills in Creativity, Writing, Production, Promotion and Administration
- ◆ Substantial Commercial and Industrial Media Hands-on and Managerial Experience
- ◆ Team Consultant - Plan, Organize and Execute with Results
- ◆ Degreed Professional with International, National and Local Experience
- ◆ Gold and Silver Advertising Awards

**EDUCATION** University of Alabama - Tuscaloosa, Alabama  
*BS Degree: Major - Marketing, Minor - Advertising*  
*Plus studies in Broadcast and Film Communication*

**GROUT TECHNOLOGY/PARROT STRUCTURAL/DWYER CO. – Calera, Alabama** 10/99 - Date

#### **Project Estimator/Marketing Representative**

Marketing and sales of industrial and residential structural solutions; cover central/north Alabama. Includes client sales/consultancy calls, job proposals, project coordination and management. Personal sales of approximately \$1 million annually. Have written, produced and selected media for advertising, radio, trade journals and Yellow Pages.

**CORPORATE MEDIA INC. - Birmingham, Alabama** 9/98 - 10/99

#### **Production Specialist**

Duties included startup marketing materials for a new subsidiary company in addition to Corporate Media duties. Responsibilities included database management, training and corporate video productions and marketing/customer service.

**VULCAN PUBLICATIONS INC. - Birmingham, Alabama** 3/97 - 8/98

*Heavy Equipment News is the premier national publication of Vulcan Publication's 15 titles. The target audience is contractors and others in the construction, mining, aggregates and utilities industries who use mechanized equipment and trucks. Transportation Equipment News covers the Class 8 and medium-duty trucks and equipment used by over-the-road carriers and local fleets.*

#### **Editor — Heavy Equipment News and Transportation Equipment News**

Developed story ideas, and wrote and edited articles and news copy for on-time delivery. Initiated departments to meet readers' needs. Attended trade shows to reviewed new products and processes, covered press conferences and met with public relations, marketing and engineering personnel. Traveled to press events, interviewed subjects and developed relations with industry personnel. Selected free-lance writers for editorial material.

Worked with graphic artists to enhance the readability, design and overall appearance of the book. Worked on various marketing and public relations projects, such as editorial calendar, media kit, subscription cards and contact mailings. Maintained hard-copy, photo and various database files. Helped expand the average *Heavy Equipment News* issue from 90 to 130 pages in first six months. Launched *Transportation Equipment News* in February.

**OVERDRIVE MEDIA GROUP - Tuscaloosa, Alabama**

10/94 – 10/96

*The media group is a division of Randall Publishing, a 60-year firm. Overdrive is a monthly trade publication geared toward independent owner-operators and small fleets. Overdrive is a monthly four-color book with 150,000 circulation. Overdrive Trucking News is a daily news program syndicated on 280 radio stations in the United States.*

**Associate Editor - Overdrive magazine and Broadcast Editor/Producer – Overdrive Trucking News**

Research and write feature articles, single- and multi-source interviewing. Articles include business-related stories, trucker profiles and product reports. Write and produce a daily radio trucking news program for a broad trucking audience. Also, write and voice radio spots, and develop special marketing projects, such as the 35th anniversary celebration. Shoot photography for articles and other company projects.

**HITCHCOCK COMMUNICATIONS - Birmingham, Alabama**

4/92 - 9/94

Provided advertising, marketing and public relations creative services to regional SouthTrust Bank, through Cruce and Associates, and others firms.

**ALTEC INDUSTRIES, INC. - Birmingham, Alabama**

6/82 - 3/92

*Altec designs, manufactures and markets mobile hydraulic equipment primarily for utility companies. Annual sales of over \$200 million, and 1,200 employees.*

**Supervisor Marketing Services; Advertising and PR Manager**

Managed Marketing Communications and Advertising and related activities, including Public Relations, Audio/Visual Production, Promotional Programs, and Specialties. Budget over \$400,000.

For national and international sales department, developed, scheduled and executed the Advertising Plan with a \$60,000 annual budget. These ads resulted in over 5,000 reader service inquiries annually by 1992, up from virtually zero in 1982. Wrote copy, photographed the products, and designed rough layouts for artists to produce camera-ready art.

Evaluated, selected and supervised two artists and two typesetters to assist in producing various marketing/advertising projects. Purchased four-color separations and checked proofs for ads and brochures. Purchased all production, including pre-press, separations and printing. Implemented Corporate Marketing Communications Plan encompassing two- and four-color brochures, specification sheets and sales manuals. Completed 25 printed pieces in 1991.

Designed a \$15,000 "Start-up Package" in 1991 for new \$10-million affiliated equipment leasing company, Global. Project completed on time and within budget.

Wrote and prepared press releases for publications regarding organization, facility changes and new product development. In addition, wrote several technical and publicity articles. Worked

closely with various media to disseminate corporate information. Researched and assisted in developing trade show plans, including designing and producing display materials, signs, uniforms and coordination of various other aspects.

Instituted two direct mail campaigns to 15,000 recipients resulting in over a 1% response. Tracked leads by territory and product.

Produced a wide range of video and audio-visual materials. Wrote and produced five product sales videos, two of which were translated into Spanish. Created over a dozen sales slide presentations. Responsible for integrity of the corporate logo and color, as well as all design graphics.

**CENTRAL BANCSHARES OF THE SOUTH - Birmingham, Alabama**

4/80 - 6/82

*Central Bancshares is the holding company for Central Bank of the South, a Commercial Bank with assets of \$5 billion and 102 branch offices in Alabama, Florida, and Texas [now known as Compass Bank.]*

**Advertising & Public Relations Representative; Writer/Producer**

Created print and broadcast advertising campaigns for regional newspapers, magazines and radio stations. Helped plan branch office grand openings, including print and broadcast advertising. Wrote bank services brochures and press releases, and developed working relationships with media editors. Developed printed public relations handouts and prize giveaways. Wrote news for monthly company newsletter.

**MARTIN, WHITE & MICKWEE ADVERTISING - Birmingham, Alabama**

9/78 - 4/80

*A private advertising agency employing 15 people; annual billings of over \$10 million.*

**Sr. Writer/Producer**

Main responsibility included creating ad campaigns for automotive dealers. Created themes and wrote newspaper advertising copy for weekly ads for over a dozen cardealers. Also, produced Radio and Television spots for the dealers, including writing the scripts, and selecting and directing announcers. In addition, developed advertising for other clients, such as banks and furniture dealers.

**WRITING AWARDS**

- The Montgomery Ad Club, Gold Award, Newspaper Ad
- The Birmingham Ad Club, Silver Award, Brochure
- The Birmingham Ad Club, Silver Award, Radio Campaign

**PROFESSIONAL ASSOCIATIONS**

- Who's Who in Advertising
- Birmingham Advertising Club (for over 10 years)
- Truck Writers of North America (at *Overdrive*)

**REFERENCES**

**Available upon request**