

Max E. Daily, Jr.

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Professional Outlook

My approach to production management is that of a facilitator. It's my responsibility to forge successful outcomes by proactively providing the key players with the essential information they require in the most responsive ways possible. My goal is to govern everyone's timelines with a personable, responsible and enthusiastic attitude. I'm sensitive to the fact that success is driven by people, but best measured in terms of results.

Personal Summary

Proven production leader with special expertise in direct mail and print production. Aptitude for achieving mail-dates while still observing exacting quality standards. Solid management and administrative skills. Ability to plan, organize, schedule and manage multiple projects efficiently and effectively. Developed beneficial long-term relationships with associates, clients, vendors and outside industry representatives.

Conscientious. Reliable. Brings strong work ethic to the job. Reputation for complex problem solving through collaboration and consensus-building. Delivers on promises.

Proficient with PC, Macintosh, Microsoft Office Suite and other proprietary software.

Career Experience

Southern Progress Corporation (Oxmoor House, Consumer Marketing & Media Services)

Birmingham, Alabama

Southern Progress is a division of Time Inc.

1996 – February 2009

Production Manager - Oxmoor House & Consumer Marketing (2001 – February 2009)

Managed direct mail production for two Southern Progress business units, 1) Oxmoor House books (2006 – February 2009) and, 2) Consumer Marketing (2001-2006) which encompassed six magazine titles, plus additional print needs, e.g., wraps, insert cards, specialty promotions, etc. Because there are many moving parts with overlapping schedules the Production Manager is responsible for communicating task critical information to all parties in the form of Print Orders, Insertion Instructions, USPS postage allocations and budget oversight. The Production Manager must work with Marketing and creative designers to ensure formats comply with ever-changing postal requirements. The Production Manager requests quotes, awards and approves printing, oversees lettershop output, verifies list integrity, handles live approval signoffs and manages inventory. The product must deliver quickly while adhering to the most cost effective construction practicable.

Client Representative/Client Services - Media Services (1998 – 2001)

Served as primary fulfillment contact for This Old House magazine by handling various subscriber business in an effective and timely manner. Supervised customer contracts by ensuring subscribers were grouped, billed and renewed correctly. Conscientiously handled customer service, cashiering, mail processing and programming issues as well as being the main plant liaison. Assisted with direct mail campaigns and worked closely with outside vendors to maximize order acquisitions.

Promotion Specialist/Client Services - Media Services (1996 – 1998)

Through database management, created, maintained and analyzed data for billing, renewal and direct mail promotions for magazine customer accounts. Collaborated with Consumer Marketing to determine how to best segment subscribers for various marketing promotions. Tested all file-work prior to each billing and renewal cycle and monitored records for continuing accuracy.

Career Experience (Continued)

Customer Relations Representative - Media Services (1996)

The CRR promotes positive interactions with Oxmoor House customers by responding quickly and effectively to account inquiries, concerns and complaints. Reconciled queries as necessary to best maintain the smooth continuation of service.

BellSouth **1984 – 1996**
Birmingham, Alabama

Administrator - Executive Support (1988 – 1996)

Provided conference and logistical support to the senior executives of BellSouth in conjunction with major presentations. Effectively handled graphics creation, audio-visual support, conference setups, transportation and facilities management. Services were rendered both on and off premise.

Processing Clerk - Graphics Department (1984 – 1988)

Created training material for display or reproduction. Media included murals, booklets, forms, 35mm slides and viewgraphs. Utilized layout and design talents as well as typesetting and paste-up skills.

Datacomp Corporation **1983 – 1984**
Birmingham, Alabama

Paste-Up Artist - Display Department

Created Yellow Pages display ads by pasting-up galley and supplied artwork according to a prescribed layout as outlined by the customer print order.

Education

Bachelor of Arts, Communications **1982**

Major - Advertising
Minor - Human Resource Management
University of Alabama
Tuscaloosa, Alabama

References available upon request.