

# Derek Graham

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## EXPERIENCE

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### The Z Group LLC

January 2014 to Present

-Marketing and Software Development Specialist

- Develop all Cloud materials for use by clients
- Working with eBook development
- Responsible for the start up of the Company newsletter and its publication

### MediaTec Publishing, Inc.

October 2013 - Present

-Audience Development Coordinator

- Write, edit and project manage magazine circulation communication efforts, which may include emails, telemarketing scripts and other print collateral, as directed
  - Report and track metrics of success of print circulation efforts
  - Manage monthly issues closes by coordinating with Computer Fulfillment and internal production staff
  - Assemble and coordinate annual BPA audit statement
  - Complete annual statements of ownership for all audited titles
  - Effectively communicate project status and updates to team members and stakeholders in a timely fashion
  - Project manage audience development communication efforts to increase audience brand awareness, which may include social media, web communication and email
  - Work on cross-departmental special projects that include audience communication and brand awareness
- Assist other departments in branding, consistency and execution

### AHEAD

June 2013 – November 2013

- Account Development Associate, Demand Generation Team

- Identified decision makers within targeted leads to begin sales process
- Appropriately communicated brand identity and corporate position
- Generated demand for both external and internal events through marketing/sales
- Collaborated within the Demand Generation team to build structure around inside sales role

Highlights: First person hired for an inside sales/marketing role in the company

### DeVry, Inc.

August 2011- June 2013

-Admissions Advisor

- Utilized competent administrative skills by getting enrollment tasks done on time and within budget
- Committed the time, work effort and job skills to achieve the enrollment goals and objectives for each school term
- Completed the student application process by obtaining the application fee, tuition deposit, any required additional fees, and the student application form over the phone

Highlights: Led team with enrollment volume and applications in 2012 Spring A Session. Two-time recipient of the DeVry TEACH Award and winner of the Student Finance Partnership Award. Averaging 100+ phone calls a day and 11 hours of talk-time a week. Chairman of Team Recruitment for the ACS Relay for Life DeVry division

### Riverside Publishing, a subsidiary of Houghton Mifflin Harcourt

May 2010- August 2010

-eMarketing and Communications Intern

- Managed marketing projects from the creative brief to project completion
- Developed and managed a social media site to promote discussion among school administration and staff
- Used Google Adwords and analytics to generate more hits on the website
- Wrote press releases and managed development of success stories

Highlights: Given management level work and responsibilities

### **Lightner Publishing and Antiques and Collecting Magazine**

**November 2009- Present**

-Real Estate Management/Marketing Intern

- Promoted and marketed Antiques and Collecting Magazine by evaluating target segments of the country
- Assisted management in maintaining and promoting real estate properties
- Completed data entry for both new and renewed subscriptions

*Highlights: Worked multiple positions of increasing responsibility*

### **The Chicago White Sox**

**May 2009- August 2009**

-Sports Marketing Intern

- Streamlined customer service by creating user advertising catalogs
- Presented innovative ideas and recommendations, such as St. Judes Charity Night to promote fan satisfaction
- Revamped and organized the website to be more user friendly
- Worked with professional athletes to create memorable camp experiences
- Managed, planned and marketed camp Lock-Ins (responsible for 150+ children)

*Highlights: 3000+ children enrolled in camps despite the poor economy, higher than anticipated*

## **EDUCATION**

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### **Keller Graduate School of Management of DeVry**

**January 2013-Present**

Master's in Business Administration (M.B.A) – Marketing

### **Illinois State University**

**August 2007- May 2011**

Bachelor's Degree in Marketing

## **VOLUNTEER/RELATED EXPERIENCE**

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### **American Cancer Society: Relay for Life**

**March 2012-August 2012**

-Chairman of Team Recruitment/Team Captain

- Identified, recruited and trained team recruitment committee members
- Recruited teams from different corporate organizations to attend and fundraise for the RFL event
- Worked directly with ACS staff to develop both returning and potential sponsors

*Highlights: More than doubled previous year's attendance numbers. Raised over 85,500 dollars, significantly beating the anticipated goal of 53,000 dollars*

### **Chevrolet/EdVenture Partners**

**August 2010- December 2010**

-Advertising and Event Planning Coordinator

- Supported a team approach to develop publicity and promotional campaigns for events
- Generated Chevrolet new car marketing initiatives to Illinois State University students
- Incorporated video display, social media, and print ads to reach the targeted markets
- Planned, implemented and managed an event with 1000+ attendees in university quad

*Highlights: Increased student interest/awareness in Chevrolet new vehicles by more the 50%*

## **SKILLS AND PROFICIENCIES**

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-SalesForce CRM, NetSuite CRM, Excel, Powerpoint, LinkedIn, Facebook, Twitter, NING, Data Infrastructure, Cloud Computing, Virtualization, Converged Infrastructure, VMware, VEUC, YUDU