

Charles J. French III

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Education

University of Tennessee, Knoxville, TN, May 2006

- Bachelor of Science in Communications; Advertising Major, Business Minor

Experience

Business Development Specialist, NetGain Corporation – Knoxville, TN, November 2008 – Present

- Served as the regional and national corporate lead to identify business opportunities within the government and commercial sectors and establish and maintain relationships with clients and strategic partners
- Led proposal development efforts, managed proposal meetings and conference calls, oversaw partner teaming arrangements and managed all proposal reviews and documentation
- Specialized in government business acquisitions and RFQ/RFI/RFP evaluations and responses.
- Networked through various regional and national tradeshow, conferences, and consortiums
- Researched and evaluated government and commercial industry trends to optimize corporate positioning strategies
- Supported the acquisition, development, and maintenance of corporate GSA Schedules
- Designed and developed corporate branding models, marketing strategies and advertising campaigns
- Developed and maintained Business Development agendas, presentations, and client and partner contact lists
- Corporate Accolades Recipient – October 2009 – for exceeding performance expectations in orchestrating a successful proposal submittal for Information Technology Services to Washington TRU Solutions (WTS), LLC and the Department of Energy's (DOE) Waste Isolation Pilot Plant (WIPP) in Carlsbad, NM

Advertising Consultant, Idearc Media – Nashville Division, Knoxville, TN, March 2007 – June 2008

- Increased new customer profit margins through the development of synergetic multi-platform campaigns that implement decisive branding strategies and marketing principles
- Specialized in Search Engine Marketing (SEM) and Search Engine Optimization (SEO)
- Specialized in company expansion markets, and increasing corporate assets to over \$1,000,000
- Developed new advertising sales business, grow existing business and maintain client/company relationships
- Highest corporate revenue and new account producer, July - September – 2007, April 2008
- Researched and analyzed industry trends and market conditions to determine client's opportunities and risks

Marketing & Acquisitions Manager, G&C Development, Knoxville, TN, Spring 2006 – March 2007

- Headed internet marketing/advertising efforts and website design for property investment and development company
- Conducted property evaluations constructing spreadsheets that illustrate property cost to profit potential
- Increased company assets by over \$1,000,000 through property location, acquisition and marketing
- Networked throughout Tennessee establishing valuable affiliate contacts and business relations

Accomplishments, Interests & Service

Top Finalist, The AAF National Student Advertising Competition (NSAC), San Francisco, CA, Spring 2006

- 1st Place Honors in the Division Seven Southeast Regional Semi-Final Competition
- Placed 8th nationwide
- Worked with a team to create a complete marketing and advertising campaign for a nationally recognized organization

Certified Member, American Advertising Federation (AAF), 2004 – Present

- Participating in activities and conferences to support the betterment of the advertising industry and organizations such as The Ad Club

Member, Student Ad Club, The University of Tennessee, October 2005 – May 2006

- Participated in on-campus forums to exchange ideas, make connections and build a stronger marketing and advertising community amongst students

Community Service

- ARTreach – helped raise money for non-profit arts and educational outreach to underprivileged children – 2007 - 2009

Interests

- Highly proficient in use of various MS Office software (Outlook, Word, PowerPoint, Excel)
- Music (Guitar, Drums, Vocals) / Recreational Sports (Basketball, Soccer, Running)
- International Travel (backpacked Europe Summer 2006, Costa Rica Spring 2004)