

Daniel A. Kasten

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SUMMARY

A marketing and advertising professional with over 20 years' experience. Responsible for revenues up to \$422 million annually as well as product and property P&L, project management, acquisitions and new product development, and has managed teams with as many as 55 members. Has served on three executive teams and reported results to Wall Street. Effective in cross-channel marketing, including digital, social and print platforms. Has demonstrated consistent results in building key account relationships while driving profitable revenue for shareholders/stakeholders.

EXPERIENCE

Valassis Communications, Dallas, TX
National Account Executive

Nov 2010 - Present

- Results: Drove profitable revenue for agency stakeholders resulting in combined annual billings growth from \$2.1 million to \$4.67 million since 2010.
- Planned, directed and placed digital and print spends for several key accounts, i.e. Taco Bueno, Bath Planet and Bestway Rent-To-Own.
- Created and implemented marketing campaigns from initial market research stage utilizing appropriate channels and intelligent campaign optimization.
- Interpreted research and recommended appropriate media spends while guiding clients through digital, social and print eco-systems.
- Negotiated contracts with partner agencies and clients as well as acting as liaison between client and media.

The Youngstown Vindicator [daily newspaper], Youngstown, Ohio
Director of Advertising & Marketing

Aug 2008 - Jun 2010

- Results: Led marketing and advertising staff of 45 toward planning a \$4.5 million annual marketing budget.
- Managed sales staff generating \$24.5 million in annual sales.
- Negotiated contracts with multiple major and national advertisers, i.e. Macy's, Lowes and AT&T.
- Initiated process overhauls that improved customer/client relationships and increased company profitability.
- Created KPI's for company, created and implemented annual marketing plan, created new products and cross promotional events and negotiated trade and media purchases.
- Led ongoing training and teambuilding within the sales and marketing organizations.

MQ & C Ad Agency, Austin, TX
Print Media Director

Jan 2008 – Jul 2008

- Results: Led key account Sport Clips print & digital marketing efforts resulting in their largest growth rate to date, increasing ROI for franchises by 17% year over year.
- Led print media department and staff of six [6] planners, supervisors and account managers.
- Responsible for creating metrics, interpreting analytics and research and providing industry insights for customer use.
- Created and implemented cross-channel media campaigns for clients in multiple verticals.
- Drove increased client sales through project management and oversight.

Metro Newspaper Advertising Services (NYC) – Dallas Office
Southwest Regional Manager

Mar 2004 – Dec 2007

- Results: Opened and staffed this new location—establishing the company’s southern advertising network with a 10 state area of responsibility stretching from Alabama to Colorado / Missouri to Texas.
- Exceeded annual billing benchmarks on a consistent basis.
- Achieved high client growth rate of 55% annually (on average).
- Responsible for new business development, planning and placing client media campaigns, negotiating rates and contracts, and creating turnkey processes to improve customer experiences and reduce customer costs.

The Dallas Morning News, Dallas, TX
General Advertising Manager

Sep 2001 – Jan 2004

- Managed staff of seventeen [17] sales associates and their support staff in Dallas, San Francisco and New York.
- Responsible for meeting annual revenue plan of \$88 million.
- Directed all sales for the National Advertising Department and certain Retail Advertising Department categories.
- Responsible for new business development and maintaining key account relationships.
- Consistently met and exceeded annual sales budgets.
- Recognized by Belo Corporation [parent company] for leading digital integration within the enterprise.

EDUCATION & CERTIFICATIONS

Master of Science – Mass Communications/Media Law, Southern Illinois University, Edwardsville, IL
BA – International Relations/Political Science, McKendree University, Lebanon, IL

Google AdWords Certified
IAB Certification