

# Gary Doll

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## Qualification Summary

- 15+ years of successful experience in the communications industry
- Track record of success; meeting and/or exceeding business expectations - earning positive performance reviews for effectiveness and quality of work
- Solid communication skills; able to diagnose needs and provide positive solutions
- Leadership skills include coaching, developing, and mentoring of new team members
- Excellent business acumen - producing positive outcomes: strategic planning, production/project management, budgeting, account growth & management
- Extensive public relations and community outreach experience
- Skilled in many advertising functions: copy writer, creative director, social media, creative development, promotions, brochures, and audio/video production
- Excellent computer skills: MS Office (Word, Excel, Power Point), and the ability to use proprietary programs

## Professional Experience

Goodwill Industries of New Mexico 9/2015 to 2/2020  
Community Outreach/Media Relations Albuquerque, NM

- Responsible for Public Information Management, Communications, Media Relations, Community Relations and Community Outreach statewide.

Don Chalmers Ford 8/2012 to 8/2015  
Director of Advertising & Marketing Rio Rancho, NM

- Manage Marketing/Advertising Department, strategy development and execution, negotiation/purchase of all Broadcast Media buys, Social Media, Sales materials/collateral, and New business development for several retail dealerships.
- Write and produce Radio and TV commercials, Manage Print and Web Ads, Social Media, Direct Marketing, News releases, training videos and infomercials.

Morgan Building and Spas 7/2007 to 11/2011  
National Advertising Director Dallas, Tx.

- Manage all Media Relations, Marketing, Advertising, Sales and Sales materials, Creative, Budgets, and New business development for 45 retail clients.
- Write and produce Radio and TV commercials, Manage Newspaper Ads with over 300 papers, Direct Marketing, News releases, training videos and infomercials.

Wheeler Advertising 7/2003 to 7/2007  
Regional Manager/ Creative Director San Francisco, CA/Arlington, TX

- Supervise Sales, Media and Public Relations, Marketing, Advertising, Creative, Production, Account Management, Strategic planning, Budget Development of twenty-two client accounts, including Auto Dealers, Casinos, Retail stores.

## Education/Training – see next page

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## **Education/Training**

University of New Mexico

- Mass Communication & Broadcast Journalism

Albuquerque, NM

Texas Tech University

- Business Management Seminars

Lubbock, Tx.