

# ROBERT BELLOMY

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## SUMMARY

Sales and Marketing Professional with over 25 years experience. Thirteen of those years were spent in the communications industry both on the client and agency side. Special depth in:

- Business Development
- Account Management
- Marketing Research
- Direct Marketing
- Database Development
- Sports Marketing

## EXPERIENCE

- INDEPENDENT CONSULTANT** ~ Greensboro, NC **2009-2010**  
Business development for Marketing Research Company.  
Sales and strategic development for local confectioner.  
Marketing consultation for custom home builder
- ACXIOM CORPORATION** ~ Little Rock, AR **2004-2009**  
*Client Representative*
  - Negotiated and sold \$16 million contract for leading communications industry client.
  - Responsible for P&L of \$8MM annual account.
  - Sold \$600,000+ in new business during 2009.
  - 100% Club Member of sales organization.
  - Achieved Perfect Customer Satisfaction score two consecutive years.
  - Managed day-to-day client relationships and interaction with Acxiom technical and production teams.
- INDEPENDENT CONSULTANT** ~ Greensboro, NC **2002-2004**
  - Co-developed and sold \$1MM new business account for database marketing agency.
  - Co-managed multi-million dollar loyalty program and creative account for national wireless carrier.
  - Provided direct marketing, e-commerce and database technology consulting services to varied clientele: account management support for consumer electronics client; developed relational database and implemented direct marketing campaign for local retailer.
- AT&T WIRELESS SERVICES INC.** ~ Redmond, WA **1996-2002**  
*Director of Database Marketing*
  - Saved company \$20+ million in 2001 – 2002 through churn reduction, lifetime value modeling, response modeling and campaign management process improvements.
  - Created and grew CRM and statistical modeling staff from four to 20 over two-year period; team developed, managed and analyzed 200+ direct marketing campaigns annually.
  - Co-developed CRM strategy; led execution of direct marketing and e-commerce programs; co-managed \$450 million annual customer base marketing budget.*Manager of Database Marketing*
  - Hired, trained and developed Corporate Database Marketing staff; managed vendors and IT to implement marketing automation solution.
  - Led integration of regional database systems to build national data warehouse on Teradata platform; Business Project Manager for two-year development.

**THE MARC GROUP ~ Greensboro, NC**

1979-1996

***Account Executive – Targetbase Marketing***

- Sold and managed \$1 million customer loyalty program.
- Provided strategic consultation and day-to-day execution of direct marketing programs for Fortune 500 Company.
- Assisted client in development of loyalty and acquisition for direct marketing campaigns.
- Supervised training of new database client while managing 20% growth in account.

***Account Executive – MARC Research***

- Generated \$3+ million revenue through creation, implementation and field management of motor sports customer loyalty program.
- Planned, sold and directed database marketing, sports marketing and marketing research programs for consumer packaged goods clients.
- Sold, managed and grew existing account 33%+ during three-year period.

***Manager of Database Operations – MARC Research***

- Contributed to financial growth of consumer product testing account from \$1 million to \$3 million by building strong client relationships and excellent account management support.
- Provided strategic support to client brand managers and marketing research group; assisted in design and implementation of client database management system used for direct marketing campaigns.

**EDUCATION**

B. S. Degree in Business with Marketing Concentration  
University of North Carolina, Greensboro, NC

1989

**OTHER TRAINING**

Logical Selling Process (LSP)	Proficient in MS Word, PowerPoint, Excel
Professional Sales Training – Critical Path Strategies, Inc.	Experienced with Teradata and Oracle Databases
Basic & Advanced Presentation Skills	Licensed NC Real Estate Broker

**COMMUNITY ACTIVITIES**

Youth and Adult Softball and basketball coach

1981-Present