PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***SkyWire***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:		**Subcontractor:**	***x***

The following information requested pertains to the individual being proposed for this project.

Name:	***Laura Pyzer***		**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Media Planner/Buyer***			
# of Years in Classification:	***10+***	**# of Years with Firm:**		***-1***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- Responsible for evaluating and recommending media plans including print, out-of-home and broadcast media that best meet each client's business strategy through advertising initiatives
- Negotiate corporate contracts to maintain high share of voice and low company rates
- Establish and sustain valuable partnerships between media partners and clients, providing added value components
- Provide strategic and measurable solutions to meet client objectives and goals
- Develop strategic partnerships with internal and external groups to maximize efficiencies for each client to strengthen brand awareness
- Cultivate relationships with new partners and create large scale events that focus on the company as a whole to generate revenue and create awareness
- Maintain relationships with various departments and agencies to create a cohesive, well organized environment
- Lead research teams to analyze market conditions and competitor information; utilize this information to create marketing strategies
- Positions held
    - Marketing Consultant 3/2014- present
    - Director of Marketing, Rotella Gallery 8/2013-3/2014
    - Marketing Manager, Hooters Casino Hotel 5/2012-8/2013
    - Senior Media Planner/Buyer, MGM Resorts International 5/2010-4/2012
    - Internet Marketing Specialist, Caesars Entertainment 11/2008-5/2010
    - Media Planner/Buyer, Caesars Entertainment 4/2007-11/2008
    - Media Planner/Buyer, Clemons Media 5/2006-4/2007
    - Media Planner/Buyer, On Target Media 4/2004-5/2006

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

- 5/2012-8/2013, Hooters Casino Hotel, Las Vegas NV, Marketing Manager, research, plan, buy and maintain media budget targeting FIT audience into Las Vegas fitting targeted demographic. Plans included Hotel, Food and Beverage, Entertainment, and Gaming
- 5/2010-4/2012, MGM Resorts International, Las Vegas NV, Senior Media Planner/Buyer, research, plan, buy and maintain media budget targeting FIT audience into Las Vegas fitting targeted demographic. Plans included Hotel, Food and Beverage, and Entertainment
- 4/2007-11/2008, Caesars Entertainment, Las Vegas NV, Media Planner/Buyer, research, plan, buy and maintain media budget targeting FIT audience into Las Vegas fitting targeted demographic. Plans included Hotel, Food and Beverage, and Entertainment

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

Northern Arizona University, Flagstaff, AZ, Bachelor of Science Psychology, 1999
Victor Valley College, Victorville, CA, Associates of Science Psychology, 1996

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

Sarah Winnemucca Award for Excellence, American Association of University Women, 2008