

Local Media Brand Manager

John Blouin

Professional summary

Dynamic and results-driven Local Media Manager with over 8 years of experience in developing and executing innovative strategies to enhance brand visibility and drive local market engagement. Proven track record in managing media relationships, optimizing advertising spend, and crafting compelling campaigns that resonate with target audiences.

Experience

Local Media Brand Manager

January 2020 - Now

The Washington Post / United States, Annapolis Junction, MD

- Develop and implement localized media strategies across print, digital, and broadcast channels.
- Build and nurture strong relationships with local media outlets, including newspapers, radio stations, and online platforms.
- Coordinate with creative teams to produce engaging content tailored to local market preferences, leading to a 25% increase in local audience engagement.
- Analyze campaign performance using metrics such as reach, impressions, and ROI.

Assistant Media Brand Manager

August 2016 - December 2019

Gray Media Group / United States, Baltimore, MD

- Supported the execution of local media campaigns for various clients, contributing to a 20% growth in client satisfaction and retention.
- Assisted in the development of media plans and schedules, ensuring timely delivery of ads and promotions.
- Monitored and reported on media campaign performance, generating detailed reports and presentations for internal stakeholders.
- Collaborated with cross-functional teams to align media strategies with overall brand objectives and market trends.

Projects

Local Media Campaign

June 2023 - August 2023

"Summer Festival 2023", The Washington Post

- Spearheaded a multi-channel media campaign for a major summer event, resulting in a 40% increase in ticket sales and a 50% boost in social media engagement.

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United States, Annapolis Junction, MD

Education

Bachelor of Arts in Marketing

2012 - 2016


University of Maryland


United States, College Park, MD


Google Analytics Certified

June 2023

Skills


Media Planning and Buying 


Digital and Traditional Advertising 


Budget Management 

Data Analysis and Reporting 

Media Relations 

Strategic Communication 

Campaign Optimization 

Content Creation and Strategy 

Awards

 Best Local Media Campaign Award