

# DEAN TOBLER

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## EXPERIENCE

**DECEMBER 2012 – PRESENT**

**MARKETING DIRECTOR, BREWER MEDIA GROUP**

- Develop creative marketing campaigns across multiple media platforms
- Maintain budget goals for the company and individual account managers
- Monitor performance and produce daily/weekly reports on sales pacing
- Expert use of Nielsen Audio / Scarborough Qualitative
- Respond to RFPs from National and Regional Agencies
- Develop and maintain marketing materials aligned with corporate brand standards
- Develop and maintain corporate website ([www.BrewerMediaGroup.com](http://www.BrewerMediaGroup.com))
- Produce digital video assets utilizing Adobe Premiere Pro and After Effects

**JULY 2008 – NOVEMBER 2012**

**OPERATIONS / MARKETING MANAGER, TOBLER AIR CONDITIONING SERVICE, INC**

- Developed and implemented marketing standards leading to 100% increase in service business within one year
- Estimated job costs and developed bid proposals for contracts exceeding \$1M annually

**JANUARY 1994 – JUNE 2008**

**SALES COORDINATOR, BREWER MEDIA GROUP**

- Coordinated sales and marketing of growing portfolio of radio stations
- Implemented and managed IT infrastructure
- Developed sales presentations/proposals based on client-specific needs
- Identified and developed emerging digital delivery platforms

**JUNE 1988 – OCTOBER 1993**

**AIR TRAFFIC REPORTER, CHATTANOOGA AIR TRAFFIC NETWORK**

- Coordinate live and recorded traffic reports on a network of 10 radio stations and 1 television station during morning and afternoon drive periods

**OCTOBER 1985 – MAY 1988**

**AIR PERSONALITY, WUSY FM, CHATTANOOGA, TENNESSEE**

- FT Overnight air personality
- Assisted with implementation of computer-based music scheduling
- Morning drive traffic reporter
- Remote engineering assistant

## CONTINUING EDUCATION

### LinkedIn Learning Paths Completed

- Become a Content Strategist
- Become a Digital Advertising Specialist
- Become a Digital Marketing Specialist
- Become a Marketing Specialist
- Become a Senior Manager
- Become a Social Media Advertising Specialist
- Become a Video Editor
- Improve Your Digital Marketing Skills
- Master Microsoft Excel

### Google Analytics Academy Courses

- Google Analytics for Beginners
- Advanced Google Analytics
- Google Analytics for Power Users

I view education as an ongoing life-long endeavor and, as such, continue to take courses to enhance my knowledge and skills. For a complete list of more than 200 hours of courses completed to date, please visit <http://deantobler.com/#/learning>

## FREQUENTLY USED APPLICATIONS

- Microsoft Office 365 (Advanced)
- Google Analytics
- Google AdSense
- Google Ad Manager
- Adobe Premiere Pro
- Adobe After Effects
- Adobe Photoshop