

I am a creative strategy leader and catalyst of national advertising sales through digital content programming, experiential engagement, live event integration, social media innovation and brand culture development. With 13+ years of experience in management, digital media, entertainment, and marketing strategy, I merge BIG clients, with BIG ideas, to create BIG experiences that produce genuine emotional connections between brands and consumers.

At Entercom, as a Midwest representative executive for the newly created National Client Partnership team, I develop strategy for integrated multi-media content marketing campaigns and present multi-million dollar campaigns to CMOs and CEOs at the client and agency level.

At CBS Media, as Director of Integrated Marketing, I led the digital content & experiential events sales and executions teams. Generating \$10MM+ in revenue with \$1.8MM+ in new integrated revenue, my creative ideas excited consumers while exceeding client expectations.

In my creative management positions, I directed six-figure projects for multi-million dollar budgets from ideation, through pitch, to execution. Clients I have worked with include Procter & Gamble, Kroger, Chase, Coca-Cola, Budweiser, Jack Daniel's, Verizon, Dunkin' Donuts, Harley-Davidson, Live Nation, C3 Presents, Chicago Cubs and Bears, Cincinnati Reds and Bengals, and nationally recognized chefs, athletes and celebrities.

My education, experience, and passion for marketing along with my creativity, organizational skills, and business savvy, have led to my success. My expertise is merging client goals with content and capabilities for successful engagement with consumers. Thank you for considering my application. I am eager to become an asset to your company.

My Portfolio Links:

<https://justintabas.wordpress.com/my-work/>

2016 WEBN Fireworks Recap Video - <https://youtu.be/6m2CZ-X78pE>

2015 WEBN Fireworks Recap Video - <https://youtu.be/FOMo1ZicZA0>

2014 WEBN Fireworks Recap Video - <https://youtu.be/uhl4we8eeSI>

2013 WEBN Fireworks Recap Video - <https://youtu.be/5CE1NO3khjk>

2017 US*99 First Listen - <https://vimeo.com/212331684/de10b34386>