

JUSTIN G. TABAS

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SUMMARY: Creative strategy leader and catalyst of national advertising sales, experiential engagement, digital content programming, and brand culture with 13 years of experience in management, digital media, live events and marketing strategy. I merge BIG clients, with BIG ideas, to create BIG experiences, connecting brands to consumers.

EXPERIENCE: **National Client Partnerships** *Aug. 2018 - Present*

Entercom (previously CBS Media), *Chicago, IL*

- Developed and presented strategy for integrated multi-media marketing programs for Procter & Gamble, 5-Hr Energy, Jameson, Tyson Foods, Ford, Ram, and Mueller Sports.
- Generated \$1.2MM+ in new advertising revenue in Q1 of 2019
- Directed client marketing strategy through creative, design, and research teams for comprehensive campaign development for 4 AEs and 55+ National target accounts
- Created national content integration opportunity through Entercom's military pillar

Director of Integrated Marketing Strategy *Feb. 2017-Jan. 2018*

CBS Media, *Chicago, IL*

- Created strategy and executed integrated programs across digital, on-air, social, and live event/experiential for Budweiser, Coca-Cola, Verizon, Jack Daniel's, Harley-Davidson
- Generated \$10MM+ total advertising revenue and \$1.8MM+ in new Integrated Revenue
- Led integrated marketing initiatives and managed budgets for ten Advertising AEs
- Directed digital content, experiential, and event execution teams in partnership with sales for creative out of the box 360° marketing solutions for clients
- Implemented formal pitch, process, and execution standards to increase productivity

Director of Integrated Marketing Strategy *Jun. 2011-Jan. 2017*

iHeartMedia, *Cincinnati, OH*

- Managed \$2MM marketing P/L for media, 8 employees, intern program and freelancers
- Created and executed integrated sales partnerships including digital, social, on-air, and live event/experiential elements for Top 50 Advertisers with six-figure budgets
- Led a team of hundreds of staff, committee members, vendors, local organizations and regional/national authorities as Executive Producer and Creative Director of Cincinnati's biggest community festival hosting 500,000+ spectators and managing a \$1.5MM+ P/L
- Developed logistics and partnerships increasing profit margins by +40% in under 1 year

Marketing and Promotions Director/Program Director *Aug. 2007-May 2011*

Treasure and Space Coast Radio, *Vero Beach, FL*

- Developed and executed a \$200,000 budget marketing plan resulting in record growth for 4 stations in 3 consecutive Arbitron audience ratings periods
- Hired, trained, and managed Asst. Promo Dir., 4 promo staff, webmaster and interns
- Managed all on-air and digital programming content for WJKD-FM as Program Director
- Led creative direction, managed marketing budget/processes, and increased revenue as Marketing Director for sister media company Home Town Cable Plus
- Received performance-based raises regularly: 10% after 3 months, 7% after 12 months

Promotions Director/Account Executive *Sept. 2006-Aug. 2007*

Magnum Broadcasting, Inc., *State College, PA*

- Managed 4 radio station's on-air/onsite promotions, internship department, digital content, celebrity interview booking, street team, and prize database
- Generated \$140,000+ in new business, resulting in record revenue and #1 ratings

EDUCATION: Pennsylvania State University, Bachelor of Science in Marketing

SKILLS: MS Office (esp. PPT, Word, Excel), Social Media/Digital Strategy, Mobile Gimbal, Programmatic Liquidus, Email Measured Marketing, Geo-Farm/Fencing, Adobe Photoshop/Audition/Premiere

ACTIVITIES: Logansquarist.com Volunteer Director of Events, La Casa Norte Community Services Volunteer