

Daniel G. Stock

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Summary

Enthusiastic and detail-oriented individual with **strong marketing**, management, public relations and business development skills is seeking a home with an organization that would benefit from visible achievements in revenue, growth, and leadership.

Skills

- Solid management skills with an effective combination of balancing multiple priorities and innovative strategies to continually meet and exceed the organizations' objectives.
- Successful track-record of **marketing best practices**, with a proven history of interaction in private and public business sectors.
- Strong marketing and sales ability with a proven history of accomplishment for improving revenue through **targeted messaging**.
- An "Outside-of-the-Box" strategic thinker...with an eye toward effective marketing returns..
- Complete knowledge of public relations, media relations, corporate relations and fundraising.
- Computer literate in dozens of programs, including MS Office (Word, Excel, Power Point, Access, Outlook), ACT, Goldmine, Quark, Photoshop, Adobe Illustrator, In Design and many others.

Work History

July 2004
to
present

Corporate Rain Makers

Las Vegas, NV

Managing Partner

Private consulting firm specializing in marketing, business development, brand development, product launches, on-line and off-line media advertising, network marketing, copywriting, public relations and sales training. (See www.CorporateRainMakers.com) Our specialties include on- and off-line marketing functions, including permission-based email, direct mail, broadcast, internet affiliations, database analysis (including suppression and inclusion), graphic design and production. P&L responsibilities include overseeing a \$80,000/month advertising and marketing budget and a staff of five.

May 2006
to
August 2006

Nevada Family Magazine

Las Vegas, NV

Vice President– Marketing/Business Development

Interim position to handle all aspects of a successful regional magazine, including new business development, sales management, training, advertiser relations, direct marketing, special events, corporate sponsored events, web development, public and community relations.

June 2002
to
January 2004

Las Vegas Magazine

Las Vegas, NV

Vice President – Marketing

Handled marketing and business development for a popular regional magazine. Aggressively created relationships to increase the reach, distribution and value of the brand. Organized multiple sponsorship opportunities for advertisers, including special advertiser sections, parties, and private events.

July 1999
to
May 2002

The Ashley Group (Reed Business Information)

Las Vegas, NV

Director of Marketing

Directed the overall growth and course of the Las Vegas Home Book and the Las Vegas Design Book – two "coffee-table" stylebooks targeting affluent Las Vegas homeowners. Oversaw the direction of marketing and public relations, creating "good will" press releases for the media, developed editorial content, advertiser artwork, scheduling, printing, distribution and circulation.

January 1992
to
June 1999

Exponential Magazine

Birmingham, AL

President - CEO

Founded a major trade publication to the tradeshow and event industry. Handled all aspects as president, including the solicitation and procurement of new sales, **business development**, sales training, editorial content development, creative design, scheduling, design, distribution, circulation, and public relations.

Education

1982 - 1985

California State University at Los Angeles

Los Angeles, CA

Numerous Trade, Professional & Personal References Made Available Upon Request