

ELLEN YOUNG MEDIA
Ellen Young, Media Specialist
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BUSINESS ACCOMPLISHMENTS

- Planned and purchased a variety of targeted media (including television, radio, print and online) for Valley Healthwide Centers, Amdro Fire Ant Spray, Insound Medical, Sonus Hearing Care Professionals, PODS, Kikkoman, Healthcare Technology, Lasher Auto Group and Sunray Park and Casino, Twin Pine Hotel and Casino, Aerohive, Healthcare Success Strategies, Resonance Jazz
- Provided marketing and media guidance for Dimensions in Travel, Novato. Increased agency's revenue through research, creation and marketing of group travel and cruises
- Managed a highly successful Media Planning and Buying Consultancy. Planned and negotiated the purchase of \$2 million advertising dollars annually for KPIX-TV and Crescent Jewelers (including television, radio and print).
- As Media Director at DJMC Advertising, oversaw a staff of 5 that serviced Northern California McDonald franchisees and Marine World. Increased billings by 15%.
- As a Sr. Media Planner at J. Walter Thompson Advertising, created media plans for Burger King franchisees in the U.S. Western Region that were later used nationally.
 - Wrote and presented annual television and radio campaigns for 30 U.S. cities for 3 years
 - Created print, radio and television plans for 3 divisions of Chevron USA. Negotiated all magazine advertising

NON PROFIT ACCOMPLISHMENTS

- Provided Pro Bono media campaigns for the San Francisco Symphony and Huckleberry Youth Programs

JOB HISTORY

- Ellen Young Media Current
- Dimensions in Travel, Inc. 2 year
- Ellen Young Media Consultant, 8 years
- DJMC Advertising, SF 1 year
- J. Walter Thompson Advertising, SF 5 years

EDUCATION BA: University of California, Los Angeles

References available upon request.