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David Cutler

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P R O F E S S I O N A L E X P E R I E N C E

DECISION RESOURCES

Burlington, MA

PRODUCTION MANAGER

March 2007-February 2011

- Designed and produced graphics to enhance company reports
- Managed relationships with other departments to ensure efficient delivery of graphics
- Identified areas for improvement in the production process and facilitated implementation of changes

FREELANCE MARKETER

Waltham, MA

MARKETING CONSULTANT

November 2005-March 2007

- Directed marketing efforts for small business clients
- Identified and sought out new potential partnerships for clients
- Created and produced sales materials and client newsletters

SPORTS ILLUSTRATED

New York, NY

MARKETING MANAGER

December 2002-October 2005

- Managed department's relationships with professional sports leagues and various vendors
- Produced 6-7 direct response television commercials annually for Sports Illustrated
- Conducted quantitative analysis to review performance of new campaigns, media buys, etc.
- Managed selection, ordering and inventory management for all licensed products
- Served as copywriter for TV and Radio scripts

NATIONAL BASKETBALL ASSOCIATION

New York, NY

MARKETING COORDINATOR

September 2001-December 2002

- Directed local sales initiatives in NBDL markets
- Serviced NBDL partner accounts with Fortune 500 companies
- Managed new business development within the NBDL & WNBA
- Sourced and contacted new business prospects to pitch advertising and sponsorship deals

NEW JERSEY NETS

East Rutherford, NJ

INTERN/MARKETING ASSOCIATE

September 1997-June 1998

- Managed over 40 sponsorship accounts
- Identified, pitched, and sold new sponsorship accounts
- Wrote and edited a quarterly sponsorship newsletter and intern research manual

E D U C A T I O N

Rutgers University

Mini-MBA: Social Media Marketing

Piscataway, NJ

March 2011

Springfield College

B.S. Sports Management '00

Springfield, MA

Minors: Business and Religion

Vassar College

Religion Major

Poughkeepsie, NY

September 1995-May 1997

O T H E R S K I L L S A N D E X P E R I E N C E

- Proficient in Microsoft Office Software, Adobe Illustrator and InDesign, and Social Media
- Varsity basketball & soccer player at Vassar College
- Proficient in Spanish and Hebrew