**Objective**

Contribute a lifetime of experience and an ongoing passion for effective communication to the goals of a company for which knowledge, talent, enthusiasm and professionalism are expected and appreciated.

**Experience**

**MCommunicators-**Provide creative services to clients including creative content for broadcast advertising, digital content, website development, social media and in-store promotional materials. Recently developed broadcast advertising for TAJÍN and frequent contributor to web content, social media and interactive communication for the brand.

**Grey Advertising, Puerto Rico**- Career spanned every aspect of creative endeavors from copywriter to account executive for Procter & Gamble and Seagram’s; rising to the position of Vice President & head of the production department--wrote and directed creative development for assigned Procter & Gamble accounts (market leading brands; Pampers Disposable Diapers, Ivory Liquid, Ace Detergent, Dawn Dishwashing Detergent, Bounty Paper Towels, Ariel Detergent), Bristol Myers Squibb products (Nice & Easy, Comtrex), Glaxo-Smith-Kline products (Aquafresh toothpaste), Banco Popular de Puerto Rico, United Way, Panasonic, Valencia Rice (rose to market leadership), Telemundo, Walmart and many other leading brands. Responsible for strategic planning, creative briefs and sales presentations for multiple clients.

Directed the Production Department, responsible for all quoting, talent contracts and vendor relationships. Established and directed a post-production studio that met and surpassed first year projections in nine months and continued to be a revenue center for the agency. Supervised five employees and personally handled International production projects in Brazil, Chile and Guatemala. Contributed to training for Procter & Gamble new hires and worked extensively with Product Development Department creating visually effective proof of claim demonstrations. Recognized for excellence in leadership, ability to coordinate objectives, tasks and credit between creative and account management teams and the ability to inspire professional goals in others.

Created cost control standards for production projects and all agency travel. Revamped agency talent payment structure elevating agency to the most respected among talent for swift and fair payment. Partnered with IT to create GreySys…traffic and project management software implemented throughout the Grey Advertising Latin American Region.

**WOSO Radio**-On air personality hosting a live, call in talk show focusing on quality of life issues affecting the population of Puerto Rico. In addition to hosting Speak-Out, produced a variety of special interest radio shows, anchored the 2004 Presidential election coverage and continued to be a guest host on visits to the island of Puerto Rico until the closure of the radio station.

**WAPA TV**-Promotions manager for Channel 4. Wrote and produced weekly promotional spots and maintained the promotions log.

**Education**

**University of Maryland-College Park, MD.** Double major in Radio & TV and Spanish- Host of Miss Midnight on WMUC radio. Winner of French Poetry Recital competition and inductee of the Broadcast Fraternity. Recognized for excellence in presentation skills.

**What’s the frosting?**

Fluent in Spanish, comfortable in conversational French, able to communicate in Italian and Portuguese. Actress in community theater, excellent presentation skills, proven skill in casting, talent direction. Active in Rotary Club of Austin Centennial and the Lago Vista 4th of July Council. ***Examples of work at annamcguire.com***