

Mitch Blum

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Overview

For the last 18 years, I have delivered strategic marketing solutions on behalf of a wide range of clients, from small start-ups to industry leaders. My work has helped clients to achieve their goals while simultaneously driving agency success and inspiring award-winning creative product.

Intellectually curious, passionate and driven, I excel at developing marketing strategies, problem solving, crafting written and oral communications, understanding consumer/shopper behavior, generating ideas and leading the planning process across the integrated disciplines of advertising, promotions, digital and shopper marketing.

Employment History

Marketing Drive

(2002-present)

SVP/Director of Strategy, Planning & Content

As SVP/Director of Strategy, Planning & Content, primary responsibilities include: developing strategic solutions for all agency clients and new business opportunities, evaluation of creative product, crafting of compelling stories for agency presentations, tracking and interpreting key societal and industry trends, consumer/shopper behavioral analysis, and the design, execution and analysis of all primary research.

- Led successful new business pitches for: Procter & Gamble, Absolut, Novartis, Pace Salsa, Pernod Richard, Welch's, Lindt and many more.
- Developed and implemented the agency's core philosophy, approach and process.
- Helped agency to achieve a Top 10 Shopper Marketing ranking.

Arnold

(1999-2002)

VP/Management Supervisor

As VP/Management Supervisor, primary responsibilities included: management of senior client relationships, integrated leadership of advertising, direct and public relations teams, creation of annual marketing plans, development of client strategy, budget management, training and development of account team, and participation in new business presentations.

- Managed the integrated launch of multiple key products for Verizon, including long distance and DSL.

- Worked with the Massachusetts Department of Public Health to help them build their cutting-edge smoking cessation website, trytostop.org.
- Led the winning pitch for the Silk soymilk brand; managed the development and launch of their first national advertising campaign; helped turn a young brand into a national powerhouse.

Mullen

(1998-1999)

Account Supervisor

As Account Supervisor, primary responsibilities included: daily management of accounts and budgets, client relationship management, development of client presentations, supervision of creative, media and public relations product, competitive and industry analysis, partnership and sponsorship activation, agency training and development.

- Contributed to the successful pitch for the Monster.com account; managed the production of the award-winning “*When I Grow Up*” campaign, which was awarded a Gold Effie (for effectiveness) and a Silver Lion at Cannes (for creative excellence) and is universally regarded as one of the top Super Bowl campaigns of all time.
- Worked with the Dexter Shoe Company and helped them to develop and execute their first national promotion in conjunction with *Sports Illustrated* and their key retail partners.

Arnold

(1993-1998)

Account Coordinator – Account Supervisor

Progressed from Account Coordinator to Account Supervisor while working on a variety of McDonald’s Co-ops throughout the New York and New England. Primary responsibilities included: developing and executing promotions, evaluating program effectiveness and ROI, managing creative production, overseeing local store marketing and grand openings, conducting industry and competitive analysis, managing Co-op budgets.

- Drove the launch of McDonald’s premium blend coffee throughout New England.
- Managed the grand opening of multiple stores throughout New York and New England.

Education

State University of New York at Albany, B.A. in English, 1993

Additional Accomplishments

- Co-author of the humor book “[***Jews Clues: You’re Doing It All Wrong***](#)”
- Contributor to The Hub Magazine: “[***The Avatar Effect***](#)” (7/1/11), “[***Branding 10101***](#)” (7/1/10), “[***Long-Live Brands!***](#)” (7/1/09)
- Experienced voice-over actor, featured on hundreds of spots and videos for clients like The Boston Globe, Uno’s Chicago Grill, The New England Aquarium, Comcast and more.
- Co-host and producer of the [***Steve Gorman Sports!***](#) podcast, a weekly sports, music and pop culture show.