

Duane vK. Lamb, MMBA
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769-218-6453

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Braintrust@imcradio.com

SKILLS

Professional public relations and promotional planning ● Author: *Tightrope: Marketing Differentiation for New Businesses* ● Geofencing marketing design ● Voiceover producer/artist ● Advanced customer relationship management skills ● Advanced communications project management experience ● Expert in social media marketing, promotion, and analytics

Seeking: Vice President of Marketing, Director of Marketing, Marketing Manager, or Communications Director responsibilities

RELATED EXPERIENCE

Impact Media Consulting, Ridgeland, MS March 1999 to Present

Owner – <http://www.imcradio.com/impact-media-consulting.html>

- Author: *Tightrope: Marketing Differentiation for New Businesses* (2019) ISBN: 9781543972689
- Digital media development (digital business listing, geofencing marketing design, deployment, and measurement, search engine optimization, reputation management, social media development and management, keyword management)
- Media research, design, placement, and digital media measurement
- Technical and entertainment writing (MDNews [publisher], MOJO Magazine [assistant editor])
- Music publishing, mechanical licensing and synchronization of music (Tonearm Entertainment (BMI) and LAMBSTER Entertainment (ASCAP))
- Mobile media promotional design and placement
- Marketing and communications project management (contract development to project implementation)
- Broadcast and print advertising design and deployment.
- Yext Digital Integrated Geo-Marketing Certification, December 2016

OTHER EXPERIENCE

***The Clarion-Ledger*, Jackson, Mississippi**

March 1996 – March 1999

Major Accounts Executive

- Print ad design and sales into *The Clarion-Ledger* and all of its products
- Revenue contract negotiations and new business development
- Competitive marketing analysis and demographic marketing survey analysis
- Print and delivery campaign design and sales

EDUCATIONAL BACKGROUND

Jackson State University, BS Mass Communications, December 1986

Walden University, Marketing Masters of Business Administration – degree conferred on March 2, 2014, 3.52 GPA

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PROFESSIONAL and PERSONAL REFERENCE SHEET

Dr. Elayne Hayes-Anthony, Chair, Mass Communications/Speech Communications

Jackson State University

P. O. Box 18590

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601-979-1352 / elayne.j.hayes-anthony@jsums.edu

The Honorable Ms Murindia Williams

Chancery and Circuit Clerk for Sharkey County, Mississippi

120 Locust Street

P. O. Box 218

Rolling Fork, MS 39159

662-873-2755o / 662-873-6045f / CC@SharkeyCountyMS.gov

The Honorable Judge Shelia Johnson

46th District Court

26000 Evergreen Road

Southfield, MI 48076

258-796-5810 / slyshe@aol.com

Mrs. Brenda Collette

SourceLink

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