

ROBERT P. MARTIN

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Assistant Dean, Office of Internships/Career Placement and Senior Lecturer with proven ability to:

- Advise and develop effective strategies to assist students seeking relevant internship experiences and full-time communications-specific positions.
 - Develop initiatives enhancing unit, placing it in the forefront of programs throughout the country.
 - Lead team and its programs and continually meet or exceed metrics and goals on an annual basis.
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AREAS OF EXPERTISE

**Internship/Career Advising
Training & Development
Program Development**

**Budget Management
Contract Negotiation
Event Planning**

**Strategic Planning
Market Development
Broadcast Management**

CAREER ACCOMPLISHMENTS

PENN STATE UNIVERSITY, BELLISARIO COLLEGE OF COMMUNICATIONS 1999-Present

Assistant Dean, Office of Internships and Career Placement

- * Established guidelines and implemented all procedures for this start-up position. Responsible for placing over 10,000+ undergraduates in for-credit internships over 25+ year period.
- * Developed strategic search strategies and on-line databases for internships and full-time career opportunities, specifically for Bellisario College of Communications students.
- * Created and coordinated the first ever College of Communications JobExpo.Comm, Success in the City and COMM Careers in the Capital internship/career events, drawing 160+ communications firms annually to recruit for internship and full-time positions.

CITADEL COMMUNICATIONS CORPORATION

1990-1999

General Manager

1997-1999

- * Responsible for managing and marketing four radio stations (WRSC-AM/WBLF-AM, WQWK-FM, WIKN-FM) and one cable graphics television station (WRSC Newschannel 54) with overall revenues of \$1.7MM and a staff of 40 broadcast professionals.
- * Increased revenues for the operation from \$1.5MM to \$1.7MM during a one-year period despite the pending acquisition and sale of the business. Consistently increased ratings for the stations.
- * Created and coordinated community/business-based promotional and marketing events, including promotions in conjunction with Penn State sporting events, to enhance the awareness of five media outlets.
- * Negotiated contractual agreements with local/national advertisers and rates for nationally syndicated programs. Handled barter transactions and developed payment schedules to optimize cash flow. Renegotiated employment contracts with entire staff.
- * Created yearly revenue budgets and projections for the five outlets. Presented the financial reports to senior management of parent company. Led the restructuring of the business, including recruiting, hiring and managing of key department heads to handle accounting, business and programming functions.
- * Managed 24-hour cable television/radio simulcast station providing local news, sports, and weather.

Sales & Marketing Manager/Account Executive

1990-1997

- * Managed a staff of eight account representatives and sales assistants responsible for creating and selling advertising/marketing campaigns for clients on four radio stations and one cable television station in the State College, PA region. Increased revenues by 15% each year during a three-year period, ultimately to its highest level in 10 years.
- * Developed and secured major national and agency accounts producing revenues as large as \$50k per year through long-term relationship building and consultative selling.
- * Wrote and implemented a sales plan to identify and target key accounts for the sales force.
- * Created innovative promotional programs and spot advertisements to showcase clients' products and increase brand identity. Increased advertising dollars spent by beer companies by 80% over a one-year period through the development of co-promotional programs with area businesses.
- * Led the sales team in achieving the highest percentage of goal for four consecutive years; percentage ranked the highest of all the broadcast facilities in the Telemedia Broadcasting Company.
- * Secured the highest power rating in the State College marketplace in 1997 (calculated by amount of revenue generated versus Arbitron ratings).
- * Built the account base from 20 to 120 accounts and gross revenues from \$7k per month to over \$25k per month during a two-year time period.
- * Developed and implemented a comprehensive training program for new account executives to increase trust and credibility among customers.
- * Increased sales revenues by 23% in one year through the recruitment and training of top sales professionals.

OTHER PROFESSIONAL EXPERIENCE**Penn State University, Bellisario College of Communications**

1998-2015

Senior Lecturer

- * Taught Broadcast/Cable Sales & Marketing and Management courses to undergraduate students.

Penn State University, Bellisario College of Communications

2003-2024

Faculty Advisor, CommRadio

- * Oversaw student organization's business division, developing students' professional advertising consultative selling skills.

Penn State University, Bellisario College of Communications

2006-present

Faculty Advisor, Ed2010

- * Oversee student organization focused on the editorial side of the magazine publishing industry.

ORGANIZATIONS

- * State College Boys Basketball Booster Club, President, 2020
- * State College YMCA, Member, Board of Directors, 1995-1997
- * Chi Phi Fraternity, Alumni Board Member, 2003-2013
- * State College Little League, Baseball Coach, 2006-2016
- * Sight Loss Support Group of Central Pennsylvania, Volunteer, 1995-2000

EDUCATION

The Pennsylvania State University	B.A. Journalism – Broadcasting	1987
The Pennsylvania State University	Education - Graduate Courses completed	1999-2000