

Dean D. Frymoyer
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To learn more, go to: www.deanfrymoyer.com

Dynamic award winning professional with proven experience developing and implementing successful marketing communications plans. Proven record of building accounts through consultative selling. Customer service focused. Results driven.

SELECTED ACCOMPLISHMENTS

VICE PRESIDENT – CLIENT SERVICE

2003-2009

TomSheehan Worldwide

www.tomsheehan.com

- Primary contact between agency and decision makers from The Reading Hospital and Medical Center, The Reading Hospital Medical Group, Carpenter, Metal Improvement Company, COBRA Wire & Cable and Eye Consultants of Pennsylvania. Created and implemented strategies using a variety of channels to market to reduce overhead and demonstrate ROI.
- Buy/place all media including television, radio, print, online and outdoor advertising.
- Write copy for all marketing communications collateral.

MANAGER, ELECTRONIC & MARKETING COMMUNICATIONS

1999-2002

Sermatech International

www.sermatech.com

- Created and developed a scalable, reverse auction browser-based solution to leverage buying power for purchased services.
- Developed a series of e-mail marketing campaigns that demonstrated a 27% click-through rate, resulting in a two-month reduction in the typical sales cycle.
- Edited two quarterly newsletters: *The Sermatech Review* and *Team SSE Review*
- Developed and implemented a sales and marketing intranet that streamlined common and repetitive processes while providing 24x7 access to a worldwide sales force.
- Managed and cost-effectively purchased services from advertising agencies, printers, public relations firms and new media providers.

ACCOUNT DIRECTOR

1997-1998

Montgomery & Partners, Inc.

- Led the stabilization and repair of a strained relationship with a major client that resulted in retaining commissions and fees totaling over \$1MM/year.
- Primary contact between agency and decision makers from EXIDE Corporation, Fireman's Fund, Kimberly-Clark, and the Association of National Advertisers (ANA).

GPU Energy/Met-Ed/Penelec/Metropolitan Edison Company

ADVERTISING SPECIALIST

1996-1997

- Managed system-wide implementation of a new corporate identity package including signs, uniforms, truck graphics and stationery.
- Universalized advertising in two states that eliminated duplication of creative, production and administration efforts while yielding an annual savings of \$250K.
- Created and produced advertising and collateral marketing materials including weekly company newspaper, radio spots, trade show displays, bill inserts and brochures.

COMMUNICATIONS SPECIALIST

1992-1996

- Successfully managed an advertising department with a \$350K budget during an 11-month reorganization of the business.
- Raised more than \$200K for the Bethany Children’s Home and the Leukemia Society of America, Eastern Pennsylvania Chapter, during capital campaign drives.

REPROGRAPHICS SPECIALIST

1987-1992

- Designed and produced company advertising and collateral material.
- Proficient on both a Macintosh and PC in a variety of software packages including, Adobe Illustrator, Adobe Photoshop, QuarkXPress and the Microsoft Office suite of products.

EDUCATION

Teleflex Strategic Marketing Program 2000
State College, PA

AAAA Executive Leadership Program 1998
Santa Monica, CA

Kutztown University, Kutztown, PA 1984
Bachelor of Fine Arts in Communication Design

SPECIAL RECOGNITION

Teleflex President’s Impact Award - Sermatech E-bid Web Site 2001

Teleflex Vice President’s Impact Award - New Media Development 2000

APEX 2001 Award of Excellence - Marketing & Sales/Video & Electronic Publications 2001

APEX 2001 Award of Excellence - Most Improved Web & Intranet Sites (www.sermatech.com) 2001

APEX 2000 Award of Excellence - Best Redesign/Trade Publication Advertisement 2000