

Rex Lewis

(214) 662-3080

rex2528@yahoo.com

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To whom it may concern:

I am very interested in talking to you about the position that is available. I have over 25 years experience in outside and inside advertising sales at The Dallas Morning News and other companies. I enjoy helping people with layouts, design and color selections of their advertisements. I enjoy working with and for people helping them to make the best selections to meet their needs and tastes. I am a fun loving team player who loves working with people in an upbeat, friendly and supportive environment. I have a great flair for design and color and love to create communications that inform and motivate people to action. I have manual experience in advertising layout and design, bulletin boards, posters and brochures.

Very Truly,

A handwritten signature in cursive script that reads "Rex Lewis". The signature is written in dark ink and is positioned below the typed name.

Rex Lewis

Rex W. Lewis
(214)662-3080
Rex2528@yahoo.com

Summary of Qualifications

- 25 years of experience in newspaper advertising sales and promotions
- Salesperson of the month : May, 1998 and March, 1999
- Worked in almost all levels of retail advertising for The Dallas Morning News
- Worked with art department and graphic personnel to develop various page formats for regional products group advertising features to be sold
- Wrote advertising copy for advertisements and various advertising features for regional products

Relevant Skills and Accomplishments

Sales

- Securing Co-Op funds for additional advertising business resulting in 10 - 20% increases in sales
- Cold calling for new business and following up on leads
- Established excellent working relationships with advertising agencies, store managers and owners of small and medium sized companies
- Demonstrated good communication and correspondence skills with clients and prospective advertisers

Production

- Placement and scheduling of Newspaper Ads
- Design and execute layouts
- Produced I-Tech veloxes for cold type paste-ups
- Partial and Total Paste-up Ad experience
- Wrote and edited Ad copy and feature stories
- Extensive experience working with artists and photographers to secure production materials

Computer

- Working knowledge of Admarc (in-house tracking system used by The Dallas Morning News)
- Working knowledge of Windows 95, MS Office and Desktop Publishing

Education

B.A. in Journalism - North Texas State University, Denton, Texas, 1975
Minor : Business Administration G.P.A. 3.75+/4.0

Employment History

The Dallas Morning News, Advertising Representative May, 1975-July,2000

Worked with retail clients of all sizes to solicit, handle and expand advertising revenues by placing display ads in all products of The Dallas Morning News. Worked in many geographical areas in Dallas, Collin, Rockwall and Kaufman counties. Established excellent working relationships with store managers, owners of small to medium sized businesses and advertising agencies. Secured co-op funds for additional business resulting in 10-20% increases in sales. Gained extensive experience in cold calling and following up on leads from all sources. Demonstrated good communication and correspondence skills with clients and prospective advertisers. Reason for leaving - The company decided to down size sales force along with other positions.

Fanfare Publications, Outside Sales Representative Oct., 2000-Dec.2000

Worked with small to medium size businesses in a small geographical area to secure advertising space on display billboards to be featured in the local Kroger food store. Reason for leaving - trained in an affluent area, assigned to work in declining and economically depressed areas with little or no further support.

George S. May Int'l, Field Service Representative April, 2001-May, 2001

Selling management consulting services, business to business throughout northeast Texas and southern Oklahoma . Reason for leaving - rode with an Assistant Manager for five weeks without anyone making sale. Straight commission sales - could not afford to continue.

RSI Holdings, Inc., Inside Sales Representative June, 2001-July,2001

Phone solicitations to church pastors and business administrators to identify areas of financial needs to secure prospects for stewardship campaign consultations to fulfill those needs. Reason for leaving - telemarketing call center, did not want to be plugged into computer all day.

L.A.W. Publications, Outside Sales Representative Nov., 2001 - Dec., 2001

Worked with local law enforcement officials in north central Texas to secure tax deductible sponsorships from local businesses in the area in the form of paid advertisements to fund the publishing of the company's drug awareness and safety literature used by the law officers in their drug-awareness programs. Reason for leaving - received two days training in an affluent town. Next assignment was a ghost town with no support from the office.

MSI Packaging, Inc., Outside Sales Representative Feb., 2002 - Sept., 2002

Worked with a small packaging company based in Ft. Worth , TX to secure new leads through cold calling. After obtaining the names of purchasing agents and warehouse managers, appointments were set to meet with these company representatives to obtain information regarding packaging and shipping materials usage. Written quotes reflecting these materials and prices were then given to the buying agents, and orders placed after follow-up contact was made by phone and in person. Reason for leaving - MSI pricing proved to be consistently higher and noncompetitive.

Syndicated Ad Features, Outside Sales Representative Oct., 2002 - Feb., 2003

A marketing and public relations company ghost writing feature articles for professionals in over 30 industries. Leased articles to professionals in a city or town on an annual or biannual basis to help build their business or practice through a prestigious feature placed weekly or biweekly in the local newspapers. Reason for leaving - economy was very soft and sales were too few and far between.

Quill Advertising, New Business and Client Relations July, 2003 - May, 2004

A full service, medium-sized advertising and marketing firm in Dallas , specializing in all manner of technology, B2B, B2 Consumer and authentic Hispanic communications. Responsible for new business procurement through inside and outside sales.

Haverty's Furniture, Retail Furniture Sales Sept. 2004 – March, 2006

A major full service furniture retail chain store in Frisco , Texas . Responsible for in-house sales calls.

Conn's Appliances & Electronics, Sept ,2005. – Nov., 2005

Completed two weeks of sales training in Beaumont , TX and worked in Conn 's Lewisville Store selling appliances, small electronics and household appliance items to the retail public.

Dillard's Department Stores, Dec.,2005 – March, 2006

Working in the Men's Suit's department, selling suits, sport coats, slacks, shirts and ties to the retail public.

Nest Family Entertainment, May, 2007– March, 2008

Served as a call center representative for Nest, contacting churches, schools and public libraries by phone to secure previews of their animated videos featuring Biblical and historical characters and stories.

Dominion Enterprises, April, 2008 – March, 2009

Worked with Dominion's production offices in prepress as a proofreader for their nationally distributed For Rent magazines.