

Rod Rakic

Profile

Integrated Marketing

A pioneer in the development of interactive content, experienced in creating innovative communications across multiple media. Dedicated to making integrated marketing a viable tool to enhance and manage brands.

History

Wirestone Chicago, IL

Account Manager (for Strategy & New Business), Spring 2003 – Winter 2003

Provided strategic direction to existing clients. Established a pipeline of new business opportunities. Pitched new business across a number of sectors.

- Resuscitated a key account, rebuilding credibility and billings.
- Deployed new sales tools and processes across 6 offices.
- Revamped sales collateral and messaging.

Adversoft Chicago, IL

Director, Business Development, Spring 2002 – Winter 2002

Helped launch one of the first mobile marketing agencies in the US Market.

Responsible for client contacts across the entire sales cycle. Generated new opportunities through various published articles and speaking engagements.

- Won the Discover Card mobile marketing account. Launched the first account acquisition program using ring tones.
- Awarded @d:Tech's "Best Wireless Campaign" for 2002.
- Helped develop mobile campaigns for Sony Pictures and New Line Cinema.

FCBi Chicago, IL

Account Director (and Interactive Strategist), Winter 2000 – Winter 2001

Worked across all agency assignments, managing accounts, leading interactive strategy, or both. Created competitive advantage for the agency and clients by developing both strategic vendor relationships and new intellectual property.

- Developed interactive strategy for new business wins including Circuit City and Boeing.
- CircuitCity.com was rated one of 2001's Top Ten fastest growing e-commerce sites by Media Metrix.
- Lead development of BrandRoom (TM) collaborative extranet now deployed globally in eight offices.
- Collaborated on accounts across a wide array of disciplines, including work on Circuit City, Gatorade, Archer Daniels Midland, Quaker Oats, John Deere, Scudder Financial, Hoover, Coors, and Kraft Foods.
- Recognized with FCBi's first **Pillar Award**, "To acknowledge extraordinary contributions in the area of *Leading our Clients*."

FCB Worldwide, Southfield, MI

Account Supervisor (for Digital Technologies), Summer 2000 – Winter 2000

Developed emerging marketing platforms. Continued to develop new business initiatives, and manage client relationships on interactive brand and retail assignments.

- Integrated interactive capabilities as a core agency competency.
- Created Jeep's first wireless marketing initiative, the Palm Sized Jeep Promotion. The brand's most successful interactive hand raiser program ever.
- Developed the first Chrysler & Jeep Dealer Association funded online advertising program.
- Managed Interactive Television initiatives for all Brands.

Bozell / FCB Worldwide, Southfield, MI

Necessary Evil (Interactive Account Executive), Winter 1999 – Summer 2000

Managed the relationship between the agency and its clients. Focused on interactive advertising for a broad range of brands including DaimlerChrysler, Jeep, Warner Bros., Comedy Central, Little Caesars, Coleman, and more. Built new business and developed new ways for the agency to serve clients.

- Won new business through outreach to the entertainment industry. (Award winning assignments for Warner Bros.'s *Any Given Sunday*, Comedy Central's *South Park*, and *The Man Show*.)
- Substantially grew billings with existing clients, rebuilt relationships and business previously lost to competitors.
- Created an online media planning & buying department from scratch.
- Bootstrapped the "Virtual Brand Room," an extranet that has since evolved into a mission critical tool for working with clients.
- Built buzz for the Agency and cultivated new contacts within the new media community.

Yazaki North America, Canton, MI

Analyst, Fall 1998 – Winter 1999 Worked to implement a global extranet in support of enterprise Product Data Management and eCommerce initiatives. Championed the delivery of mission critical engineering data via a secure network to users at over 100 facilities in 23 countries.

Raven Graphix, Kalamazoo, MI

Information Architect, Founder, Spring 1994 – Fall 1998 Created and managed a multidisciplinary team of designers and technicians which delivered innovative solutions for digital and print media. Local and national clients included a wide array of corporations, advertising agencies, non-profit organizations, and small businesses.

- Successfully developed the world's first online promotion to allow television viewers to directly influence the programming of a broadcast television station.

Education

Western Michigan University, Kalamazoo, MI

Telecommunications Management, 1991-1996

Emphasis on communications, media, and technology.