

DANIEL E. DUNN

E: DanEDunn61@gmail.com | C: (412) 600-2703 | LinkedIn: [linkedin.com/in/dan-dunn-66662911](https://www.linkedin.com/in/dan-dunn-66662911)

Summary

Organized, efficient senior manager experienced in retail advertising and marketing. Highly disciplined team player accustomed to planning, communicating and managing multiple priorities, negotiating costs, print production and distribution. A process oriented professional delivering results with attention to details in a fast paced environment, leading teams to achieve goals on time and within budget while meeting business objectives.

- Production, Planning & Management
- Process Development & Improvement
- Lead Teams
- Accurate On-time Execution
- Newspaper Advertising & Placement
- Negotiate Costs & Reductions
- Sign Execution & Fleet Graphics
- Print Management & Distribution
- Budget Ownership

Functional Expertise and Accomplishments

Planning and Execution

- Improved productivity by developing, implementing and leading weekly review meeting to maintain schedule, improve communication, reduce waste and overtime exceeding leadership expectations.
- Established quarterly ad and event planning meetings with support data to meet business objectives and budget.
- Developed, managed and posted reports improving communication, resource management and scheduling to execute objectives on time.
- Planned and coordinated annual three day off site holiday business seminar for 600 retail and corporate team members and spouses replacing biannual manager's meeting.
- Reduced chain wide in-store ad sample costs by \$250K annually implementing a process change eliminating waste, replacing packaging and delivery method.

Management

- Generated and managed \$16+ million annual ad expense budget, adjusting and reforecasting costs to support business objectives, growth and change.
- Coordinating with internal resources moved production and fulfillment for chain wide point of sale signing program from external suppliers to in-house reducing costs by 30% and timing by 1.5 to 2 days.
- Executed fleet graphics on trailers with logistics, graphic supplier, installer and creative team supporting major marketing campaigns exceeding leadership expectations.
- Improved process with logistics by replacing existing vinyl decal graphics on trailer fleet with removable banner system eliminating decal removal expense and reducing turnaround time.
- Implemented ad format change with new creative meeting business objectives for additional space providing a more consumer friendly circular for customers while maintaining costs to confront competition and increase market share.
- Modified existing weekend ad distribution to midweek supporting Sunday to Thursday ad sale start change with a more consistent delivery system increasing penetration, targeting ability reducing annual expense by \$1.3 million.
- Determined and communicated key item offers and promotions to digital and social media teams for weekly web site e-mails and social media content to drive sales and brand loyalty.

Leadership

- Led, mentored, supported and developed managers, artists and buyers ensuring projects meet business requirements on time and within budget.
- Reorganized ad print production team to separate responsibilities and adding senior staff to support organizations expanding marketing efforts.

Negotiation

- Negotiated deals with Valassis optimizing ad distribution using customer data based analytics reducing annual ad Spend by \$1 million.

- Reduced organizations largest annual expense line by implementing live reverse auction for large volume commercial printing with regional and North American offset web printers resulting in \$2.5 million in savings.
- Managed all aspects of newspaper buys and placement, negotiating costs and directing creative content for major market and local run of press ads in PA, OH, WV & MD supporting marketing campaigns within 1-2 day execution.

Analytics

- Created a consistent, streamlined process providing a centralized repository of ad events, digital images and product information, increasing accuracy and reducing errors that provided reports and historical data for better analytics.
- Introduced Apple platform into a PC environment to better conform to print and advertising industry practices increasing production speed and reducing overhead.

Career Summary

Randstad US Contract Production Worker for the Bayer facility in Indianola, PA **April 2018-present**
 Working in a clean room environment, operate machines, assemble, package, load and box various products in a fast paced atmosphere. Perform quality control inspections and maintaining safety and quality standards on all processes while backing up higher-level positions. Record data related to product quality and traceability. Maintain a clean work area and completing all associated paperwork. Promoted to Safety Coach in February 2019.

Giant Eagle, Inc. \$9.9 billion Pittsburgh based grocery retailer with 400+ stores in PA, OH, WV, MD & IN. **1983-2017**
 Advanced career with region's largest supermarket chain:

Senior Manager, Advertising 2003-2017
 Accountable for the ad production team, development, strategy and implementation of weekly circular ad achieving household and distribution targets with internal teams and external suppliers, point of sale signing, newspaper ads, relationship with merchandising teams, suppliers, printers, newspapers, fleet graphics within annual expense budget of \$20 million updating and re-forecasting costs each period.

Manager, Advertising 1988-2003
 Responsible for the ad production team accountable for the accuracy of print and distribution of the weekly circular, point of sale signing, newspaper ads, relationship with merchandising teams, suppliers, printers, newspapers, fleet graphics, ad distributors and budget.

Production Artist 1983-1988
 Responsible for weekly circular ad page building, proofing and release, point of sale sign, newspaper ad and brochure production.

Action Industries, Inc. Marketer of housewares and giftware promotional programs based in Cheswick, PA. **1982-1983**
Production Artist Responsible for retailer ad page layouts, production and photography assistance.

J&J Foodland Independently owned and operated supermarket in New Kensington, PA. **1977-1981**
Grocery, Dairy, Frozen, Deli & Produce Clerk
 Provided support to the grocery, dairy, frozen food, deli and produce departments with a high level of prompt and friendly customer service. Received deliveries, merchandised, provided and ordered product.

Education

- Associate of Arts: Visual Communications, Art Institute of Pittsburgh 1979-1981
- Quality College, Philip Crosby Associates, Inc. 1991
- Executive Education Series, Tepper School of Business, Carnegie Mellon 2004
- Giant Eagle Business System University (Toyota Productions System) 2008

Awards and Accomplishments

- Giant Eagle President's Award: 1996, 1998, 2008 & 2011
- Giant Eagle Star Performer Award: 2008
- Giant Eagle Team Achievement Award: 2010
- Giant Eagle, Eagle Squadron Award 1990