

Welcome!

This media-rich portfolio is the most effective means to display our multi-media portfolio. In marketing and public relations, it is sometimes necessary to know the objectives and challenges that effective programs meet, and this format allows me to tell some of the "back story."

This presentation is the future of job hiring for corporations, and I am proud to be on the forefront of this digital technology.

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SPECS

Use Adobe Acrobat Reader (6.0 +) and Windows Media Player, or comparable capabilities. Media files may not work with Mac systems.

Some media files may take time to load, and you may need to answer a prompt to initiate video and audio files. To STOP, PAUSE or PLAY, right-click on the media box.

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I'm in business to exceed your expectations.

AdWorks was initiated in 1994 with a marketing objective to level the playing field between locally owned and operated businesses and big-box chains that threatened their existence.

We offered 15-second TV commercials. Production cost was a mere \$240. For an additional \$250 to \$300, we placed those commercials on the air 20 to 30 times.

Within three years, we became the fastest-growing "new" agency in Rochester, with annual capital billings of more than \$2-million. AdWorks earned a position in Rochester Business Journal's Top Advertising Agencies list in 1998, and peaked from 2000 to 2003, with a client list of more than 100 active clients.

AdWorks still had just one employee.

To meet client demand, Kerry Gleason managed a core network of 15-20 independent service providers, from video production companies to sound studios to graphic designers. In 2000, AdWorks went international, working with businesses in Toronto and helping Western NY companies attract customers around the globe.

We achieved what many said could not be done.

We exceeded their expectations.



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