

# Wendy J. Brunhild

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## Education

**Eastern Michigan University, B.S. Ypsilanti, MI**

- Major: Telecommunications and Film
- Major: Speech Communications

**College of Southern Nevada Continuing Education Spring 2015**

## Qualifications and Skills

- 20+ years combined editing, news, journalism, publishing & broadcasting experience
- Experienced with publishing, ownership and management of a statewide publication
- 15+ years outside sales experience
- Experienced in many areas of social media, creative communications and sales
- Proficient in Final Cut Pro, Adobe Premier and iMovie editing systems
- Organized
- Efficient in fast-paced multitasking environments
- Able to adapt to changing priorities and maintain a positive attitude
- Creative, resourceful and flexible

## Employment History

**BATTERIES PLUS BULBS MI & NV Commercial Sales Manager/Account Executive 2007-PRESENT**

- Sale of products and services to commercial and retail clients
- Manage large commercial accounts & their weekly inventory
- Working to establish a light bulb recycling program with area commercial accounts
- Wrote, edited and developed Batteries Plus Bulbs page for Facebook in Michigan and Nevada markets
- Developed marketing campaign for local Chamber of Commerce
- Developed referral-marketing program for commercial and retail customers

**MONACO GROWTH FORUMS NV & Monaco Freelance Writer/Client Relations Director 2015-2016**

- Work with International client correspondence to develop press releases
- Design marketing campaigns for the Monaco Growth Forums
- Create media and investment portfolio packages for small capital investment conferences
- Wrote press releases for international investment conferences
- Wrote biographical press releases for international investment clients for the MGF website
- Wrote and prepared content for the MGF website and various social media marketing platforms
- Work with company graphic artist and public relations personal on projects and content for the conferences and the company website

**PIXI DUST PRODUCTIONS West Bloomfield, MI Owner, Video Editor & Producer 2011-2013**

- Produced and edited video montages for special occasions and corporate accounts using various editing applications including Final Cut Pro and iMovie
- Worked with clients in selecting the music, photos and video to be used

**AFFORDABLE HOUSING APARTMENT GUIDE Farmington Hills, MI Owner & Publisher 2002-2007**

- Wrote advertising and informational copy for the publication
- Designed, edited and worked with the art director to format the guide for publication, in Michigan and Ohio
- Worked with area Public Housing Authority offices to set up referral programs for families, seniors and individuals on Section 8 and limited income situations
- Cold-called area apartments and management companies for advertising within the publication
- Set up distribution sites within Michigan and Ohio

**METRO PARENT PUBLISHING GROUP Southfield, MI Account Executive 2000-2002**

- Developed new retail and academic accounts in my territory, for three publications in the publishing group
- Worked with individual clients to design their advertising campaign
- Maintained newly and established accounts.
- Wrote and designed advertising copy for clients

**DETROIT JEWISH NEWS & STYLE MAGAZINE Southfield, MI Account Executive 1998-2000**

- Sold advertising for inside and outside sales departments at both publications
- Established new accounts and worked to maintain those accounts
- Wrote and designed advertising copy for clients
- Won "Outstanding Sales Achievement" for Inside Sales Department

**WDIV-TV, FOX 2 NEWS, WOOD TV 8 Detroit & Grand Rapids, MI Video Editor & Writer 1995-1998**

- Edited news video for on-air broadcasts
- Researched and wrote news copy and package pieces for TV broadcast
- Edited video for special news projects and received video feeds from incoming satellite sources

**WBRN-FM Big Rapids, MI Writer & Advertising Account Executive 1994-1995**

- Wrote commercial copy for on-air broadcast.
- Sold advertising packages tailored to the business needs of the client
- Developed advertising campaigns.
- Produced Classic Car Auto Show for WBRN and the city of Big Rapids
- Recorded voice-overs for commercials for WBRN-FM

**JERRY ELSNER COMPANY Brooklyn, NY Territory Sales Account Executive 1991-1994**

- Managed the Michigan territory of gift and toy sales to hospitals, corporate gift chains, card stores and other organizations
- Developed new accounts and maintained accounts in the Michigan territory

**CELLULAR ONE Farmington Hills, MI Sales Account Executive 1987-1991**

- Individually developed and managed over 800 new cellular telephone accounts, working with both corporate and individual clients
- Generated over \$500,000 revenue annually from customer accounts

**WPEC-TV West Palm Beach, FL Writer/Video Editor /Assistant Producer 1984-1986**

- Edited and logged video for news broadcasts
- Assisted News Anchors with AP and local news copy, writing stories for on-air broadcasts
- Field-Produced West Palm Grand Prix live-shot for air
- Assisted Producer with story placement planning and back-timing for news broadcasts
- Handled scheduling for Production Assistants
- Organized incoming news feeds