

KEITH D. CRAIN

43067 Valle Ducale Drive Ashburn, VA 20147, USA

Contact: 703.304.0023

E-mail: keith@atcprint.com

Sr. Recruiter - Commercial Services

25+ years' rich experience in hiring and training employees in multiple job functions from customer service to full print production. Deft in direct mail and promotional products, personnel and recruiting for different companies worked with. Background includes applications in operations, business development, and human resources. Proven expertise in recruitment and building an active and ongoing pipeline of candidates to support current and future business needs. Possess keen business acumen in analyzing and understanding business requirements, customer-value maximization and developing new business processes and revenue streams. Creative, confident and concise communicator having exceptional organizational & interpersonal skills coupled with analytical bent of mind. Core strengths in making a good connection with audience every time to fetch big business. Long traveler with excellent man-management, time management, and leadership skills.

PROFESSIONAL VALUE OFFERED

Recruitment	Job Development	Research Analysis	Consultative Sales
Screening & Interviewing	Search Plan Development	Corporate Planning	Sales/Marketing
P&L/RFP/ROI/MIS	Customer Relationship	Business Development	Project Management
Commercial Printing	Direct Mail Marketing	eCommerce Solution	Versatile Leadership

PERFORMANCE MILESTONES

- Distinction of recognizing buying signals, presenting, and selling to various "C" level executives.
 - Recognised as "Founder and owner" of full service independent printing distributor and marketing services provider.
 - Having credential of selling and servicing \$7,000,000+ in tangible products and intangible services while maintaining an average 43% gross profit margin.
 - Earned rich experience in different press capabilities with relation to the optimum equipment to be used for a wide range of printed products. Extensive post print bindery and finishing knowledge.
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CAREER PROGRESSION

President, ATC Print Consultants, Inc., dba Proforma ATC Print Services, Ashburn VA, Since 1999

(Provider of Creative Marketing Services to include Commercial Printing Services, Direct Mail Marketing Services including complete production with list processing and mail shop services, Promotional Products, eCommerce Solutions, Multimedia and Mobile Marketing Services, Business Forms and Documents, Total Project Management.)

- Led & guided the team in responding to RFP's and provide alterative solutions to increase Client's ROI and secure contracts by providing innovative solutions within budget.
- Accountable for managing a variety of production processes from conception to deliverables to include product and service recommendations.
- Drove the initiative to provide solutions to direct mail marketing projects to numerous clients.
- Instrumental in providing Clients and prospecting with creative and innovative promotional product recommendations
- Designed & developed plan to provide Print, Online, Social and Mobile Marketing Products and Solutions.
- Worked on Director-level searches for Marketing and Sales, Business Development, Strategic Planning, Printing Affairs and Formulations.
- Developed and implemented advertising campaigns. Managed all phases of creative development and execution. Monitored medic budget.

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- Wrote search plans for clients, detailing information.
 - Interfacing & coordinating with management to identify staffing needs, job specifications, job duties, qualifications, and skills.
 - Geared the activities to contact with potential qualified candidates for specific job openings. Proactively contributed in reviewing applicants, interviews applicants to obtain work history, education, training, job skills, and salary requirements.
 - Devised specific and targeted creative strategies for each open requisition and used a variety of means, identified and developed applicants from various sources.
 - Mentored the team in using Internet online recruiting sources to identify and recruit candidates.
 - Create advertising campaigns and develop sources of qualified applicants through an extensive network of referrals and corporate recruiting techniques. Market candidate to fill a variety of positions. Created innovative approaches to recruiting operations.
 - Geared the activities for developing & maintaining Organizational culture, values, and reputation in its markets, Customers, Suppliers and Global Business Partners.

Vice President – ProPrint Services Division, AB&C Group, McLean, 1993 – 1998

(As a full service direct response processing company the AB&C Group provided back end product fulfillment, inbound and out bound telemarketing and order processing as well as caging services.)

- Accomplished responsibility to handle the sales cycle strategy for increasing business with existing AB&C Group fulfillment and agency Clients.
- Key player in analysis, development, and implementation of strategic business plans & policies, ensuring organizational growth, targeting maximum profitability & cost effectiveness.
- Responsible for managing projects from start to completion. Staffed entire departments for newly formed corporate.
- Recruit difficult to fill positions in an extremely competitive recruiting environment. Reduced turnover by 15%, managed cost per hire to below 30% for exempt hires

PREVIOUS EXPERIENCES

Vice President – Sales and Marketing, Hammer Graphics

Account Executive, Media Forms Group

Mobile Communications Account Executive, NYNEX

Telecommunications Specialist, EDS

EDUCATION

- George Mason University - 1984

PROFESSIONAL AFFILIATIONS

- Print Services Distributor Association (PSDA)
- Print Brokers Association
- Ashburn Professional Park Owners Association—President (Current)
- Ashburn Professional Park Owners Association—Secretary (Past)
- Trinity Presbyterian Church—Board of Deacons (Past)
- Ad Specialties Institute

I.T. SKILLS

- MS Windows XP Operating System:, MS Office 2003, MS Outlook, Basic Network Setup and Operational Structure and Usage, Basic MAC operation, as well as InDesign and Quark

Date of Birth:

Nationality: