DEMETRIOS POULAKAS

1607 N. El Centro Ave.
Studio 20
Hollywood, Ca. 90028

Tel: 1-323-960-8253
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EXPERIENCE:

Demetre' Enterprises – Los Angeles, California. 1/95-Present 15 Years
@ www.demetre.org

Owner, Artist, Entrepreneur, Philanthropist:

I am working in the humanities and in the arts, as a literary and visual artist. Wrote several poetry books, and prepared several photographic exhibits, all depicting a current revelation. I am currently working on several new projects in these areas. I also worked at The Metropolitan Museum of Art in NY as a volunteer.

Supported and Affiliated Organizations: Who's Who, RM, The Causes, DADA, Americans for the arts, The National Library of Poetry.

Demetre Advertising – NY, New York 1/93-3/94

Owner:

Planned and organized a NY SoHo Ad Agency. Prospected and gained new business. Supervised teams who produced ad campaigns for various clients. Responsible for handling all aspects of the business.

Shearson, Lehman, Inc. – NY, New York 7/91-9/92

New Business Prospector:

Prospected and made cold calls to prospective clients. Worked for three different brokers, while helping them build a client list.

Peer Music Inc. – NY, New York **3/90-6/91**

Staff Accountant:

Responsibilities included preparation of: G/L, accounts payable, bank reconciliations, invoices (vendor contacts), Updated and analyzed financial records, and reported all information to management. Worked on special projects with creative, and royalty departments.

DeWitt Media, Inc. – NY, New York **1/88-7/89**

Media Planner:

Assisted in planning and implementing print and broadcast media campaigns. Produced and analyzed media reports. Heavy communication with media sales representatives. Worked on special projects involving new business.

Accounts: Dana Perfumes, American Family Publishers.

Interactive Market Systems, Inc.- NY, New York **10/86-1/88**

Account Executive:

Consulted marketing, media and research personnel on IMS, their systems, and in the preparation and interpretation of media and research reports. Worked with Simmons and MRI research materials. Wrote sales letters that stimulated revenue. Participated in presentations, and was responsible for trouble shooting day to day client problems.

Accounts: Ally & Gargano/MCA, Best Foods, BBDO, DMB&B, J. Walter Thompson, R.J. Reynolds, Warner-Lambert, William Esty.

Ted Bates Advertising Worldwide, Inc.- NY, New York **1/84-8/85**

Media Buyer:

Responsibilities included presentation of individual clients' goals to sales representatives and television stations, rating projections and negotiations, spot schedule maintenance, purchasing of spot television campaigns, security of advertising placement to insure delivery of proper schedules. Ability to work with Nielsen research materials. Knowledge of Donovan Data Systems.

Accounts: Cinemax, Colgate, General Foods, ITT, Kal Kan, Mars, Panasonic, Warner-Lambert.

Assistant Buyer

Responsible for tracking: weekly schedules, securing documents, performing general administrative work, and completed media training program.

Supported & Affiliated Organizations: Advertising Council of NY.

EDUCATION:

Baruch College/CUNY- NY, New York **6/83-8/84**

MBA work done in Marketing/Advertising

CW Post College/LIU- Greenvale, New York **9/78-8/82**

BS in Business Administration- GPA: 3.31/4.00

- The National Dean's List Marketing Scholarship
- Alpha Delta Sigma C.W. Post Activity Award

PERSONAL TRAITS:

Heightening the essence of the natural intuitive instinct: in a vision, in giving insight, and in gaining fulfillment in the expression of the artistry.

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