

Professional and Personal Profile

EDUCATION: BA in Telecommunications, Minor Psychology, Indiana University, Bloomington.

EXPERIENCE: Over 15 years experience in radio marketing
1993-94 WAJI/WLDE
'94-2009 WBYS, Federated Media

SPECIALIZED TRAINING: RMA certified, RRI vendor, distributor, and manufacturer programs. CSS Graduate of Marketing Pro.

SPECIAL TALENTS: Listening, Copy Writing, Cross Promotions, In-store promotions, Integrated Data Base building programs, Event & Cause Marketing.


AWARDS/RECOGNITION: RMC Fundraising, Commercials submitted for Addys, Federated Media Attitude Award 2002. Supergoal Award Winner '03, '04, '06, '07 and '08. Account Manager of the Year 2004. Federated Media Employee of the Year 2005.

INTERESTS: Family, College Football, sports, boating, and travel.

**WBYS-
THE BEAR**



**BUT I AM A
GREAT
LISTENER
THAT CAN
CREATE
MARKETING
SOLUTIONS
THAT
WORK!**



**I'M
NOT
A BIG
TALKER!**

Lori Carroll
Account Manager
Phone: 260-471-5100



6 Rules for Success

1. If I can't help you, I'll refer you to someone who can.
2. My business is about developing and implementing a marketing strategy and tactics that will increase sales and profits.
3. I only succeed when you succeed.
4. I use research and marketing trends to help guide our marketing efforts.
5. You'll find that I am more like a consultant rather than a salesperson.
6. I may not be a fit in every one of your marketing campaigns, but I'll always take the time to advise you on ideas to make all your campaigns better.

What do I need from you?

1. Let me get involved in your business.
2. Answer my questions as openly as possible.
3. Give me feedback on marketing results.
4. Call me early in the planning, success is planned.
5. Brainstorm with me on marketing ideas.
6. Help me to really know your customers, and I'll help you motivate them to buy.



Lori's DNA Make-up

High Standards
Creativity
Follow-through
Trust
Professionalism
Accountability
Effective Planning
Strategic Thinking
Commitment to Success

Lori's Client's talk about her behind her back!

Lori is a true professional that fully understands marketing and sales. She always goes the extra mile to provide us with useful information and ideas. Our campaigns are a huge success on 98.9 the BEAR!

Stan Liddell/Piere's

Over the last fifteen years, Peter Franklin has worked on many successful marketing campaigns with Lori Carroll at the BEAR. I've relied on Lori's marketing experience to help us embrace and utilize new internet technologies to build our database and allow for permission marketing that has lead to successful sales we can trace to our advertising.

James Ball/Peter Franklin Jewelers

I've worked with Lori Carroll for over three years now. Lori makes it a point to stay current with trends in the automotive industry which does assist in our marketing efforts. Lori cares about the success of our business and she has distinguished herself in her work from other media representatives.

Jeff Oetting/ Kelley Automotive

*Call Lori today 260-471-5100 or
lcarroll@federatedmedia.com*