

Laura Litzan

From: City of Marco Island Florida via City of Marco Island Florida
<wadministration@cityofmarcoisland.com>
Sent: Monday, November 16, 2020 12:10 PM
To: Laura Litzan
Subject: Form submission from: Online Advisory Board Application
Attachments: resume_mariatobin_.pdf

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Submitted on Monday, November 16, 2020 - 1:09pm

Submitted by anonymous user: 76.101.180.252

Submitted values are:

Date of Application: Mon, 11/16/2020
Your Name:
Last Name Tobin
First Name Maria
Middle Name Cristina
Address:
Number and Street 1819 S INLET DRIVE
Apt. Number
City MARCO ISLAND
State Florida
Zip 34145
Phone Numbers:
Home 9542920312
Cell 954-292-0312
Business Fly Fish Advertising, LLC.
Email Address mariatobin@icloud.com
Board or Committee City Council

Background

How long have you lived on Marco Island? 10-15 Years

Are you a year-round resident? Yes

Have you ever been convicted or found guilty of a criminal offense (any level felony or first degree misdemeanor only)?
No

Would you and/or any organizations with which you are affiliated benefit from decisions or recommendations made by this advisory board? No

Do you currently hold public office? No

Do you now serve, or have you ever served on a Collier County or City of Marco Island board or committee? Yes

Qualifications

Please list your community activities and positions held (Example: Civic clubs, neighborhood associations, etc.):

I have been a member of the Beautification Advisory Committee since 2014. Currently I am the Vice-Chair. I have championed the Marco Island Arbor Day Celebration twice to support Marco Island in continuing to be named a Tree City. I have also championed Marco in Boom twice, the contest encouraging Marco Island property owners to plant Florida native plant life which has shown to be more hurricane resistant than others, while at the same time making the island a more beautiful place to reside and to vacation. I championed the Beach Banner Project that signals the entrances to the beach. In the topic of medians I directed the attention to enhance the medians at the entrance of the Island as well as the ones located on Barfield which are the most visible to residents and to the public diverting the attention from utilizing the funds available on medians scattered in other areas of the island. On the Cul-de-sac project I proposed and was successful in relocating the funds available in voucher, rarely claimed by property owners, to invest in these on the Winterberry walk/bicycle way.

Experience/Background:

I have experience working as a financial analyst for Cementos del Caribe and Textiles Pepalfa in Colombia; In marketing I worked as a product manager for Revlon (Tecnoquimicas SA.), Chicle Adams (Warner Lambert) in Colombia, and in the USA with the Media as a National and Regional Sales manager for The Sun Sentinel Newspaper (Tribune) and The Miami Herald (McClatchy). As an entrepreneur I have founded and financed 4 companies in the areas of printing, advertising and media buying: Laser Graphics Creative Group, Inc., Digital, Goal Advertising, Marketing and Promotions, Inc, and Fly Fish Advertising, LLC. In my personal businesses I have a laser focused on clients with advertising budgets between 500,000 and 1 million dollars. I also gained experience in technology working with my husband and with the firms handling his patents in affiliate marketing and co-branding.

Education:

I have a Bachelor's of Science Degree in Business Administration with a majors in Majors in Management, Finance, Accounting and Marketing from EAFIT University, a prestigious private Colombian University and one of the top tier Universities in the country. The University has twice been awarded the Ministry of National Education's institutional High Quality accreditation , the only Colombian University to be awarded this honor.

Resume [resume_mariatobin .pdf](#)

The results of this submission may be viewed at:

<https://www.cityofmarcoisland.com/node/1571/submission/8081>

RESUME

Maria C. Tobin

mariatobin@icloud.com

954-292-0312

Fly Fish Advertising, LLC.

President -Owner

09/2018 – Present

Miami and Marco Island

Providing Marketing, Branding and Advertising Services to the Pharmaceutical Industry.

- Recommend budget allocation, and selection of Advertising Media in Local, Regional and National Markets, including Niche Markets, Hispanic.
- Plan, produce, execute and monitor of Advertising Campaigns, including Social Media, TV, Radio, Print, Mobil, Press Releases, and Promotional Material.
- Negotiate Advertising Contracts.
- Evaluate the look, feel, and effectiveness of websites and make recommendations.
- Quick turnaround production of High Impact TV and Radio Spots, Print and Digital Assets
- Media placement, monitoring.

Goal Advertising, Marketing and Promotions, Inc.

President-Owner

07/2007-09/2017

Miami and Marco Island

Providing Marketing, Advertising and Promotion Services to Various Industries

- Marketing plan, concept, positioning, branding, target audience definition & communication strategy.
- Media Mix Marketing Investment Optimization, including direct mail, solo mail, newspapers, radio, TV, collateral material, and social media.
- Media and Printing negotiations, placement and monitoring.
- High quality production with quick turnaround of TV and Radio Spots & Print and Digital Copy.
- Local, Regional Niche markets reach optimization including Hispanic Markets.
- Profitable, quick turnaround advertising & marketing campaigns.

The Miami Herald/El Nuevo Herald -McClatchy

Regional Sales Manager

July 2004 – Jan 2007

Miami/Fort Lauderdale Area

- Hire, coach, manage and support a sales staff of 12 to reach advertising sales revenue goals in the Miami/Fort Lauderdale Market.
- Lead advertising contract negotiations, maximizing client ad campaign's exposure with multimedia products including ROP, direct mail, inserts, specialty magazines, special

sections & on-line space.
-Top sales office year over year.

Sun Sentinel/El Sentinel – Tribune

General Sales Manager El Sentinel

Jan 2002 – Jun 2004

Fort Lauderdale/Palm Beach

- Develop and execute the Marketing Plan for the launch of Tribune's Hispanic newspaper, El Sentinel, in the Fort Lauderdale/Palm Beach Areas, a key business objective.
- Coach Sun Sentinel, Newsday, Hoy, LA Times, and Tribune Media Net Sales staffs to sell El Sentinel and assist in presentations to Advertising Agencies and direct clients across the US.
- Direct contact negotiations; secure long-term advertising commitment, and sponsorships.
- Successful product launch, exceeding revenue goals.

National Sales Manager

Jan 2000 – Dec 2001

Fort Lauderdale/Palm Beach

- Manage, coach and support a sales staff of 5 to negotiate major advertising contracts, in the Travel and Movie Categories.
- Oversee the creation of client marketing briefs and ensure relevance of the information.
- Assist in developing contracts, terms and conditions, scope of work, and pricing, and – assist in the presentation.
- Media proposals Including ROP, Direct Mail, Shared Mail, Special Sections, TV (WBZL) and On-line space.
- Exceeded revenue expectations year over year.

Other Qualifications:

Computer Literate, PC & MAC

Bi-lingual: English/Spanish

Notary in the State of Florida

Real Estate License