

**PAUL CAIN**  
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Experienced project manager with expertise in customer relations, systems and resource database management.

### **Summary of Experience**

- A proven track record of successful project coordination and demonstrated strength in customer service, collecting, managing and maintaining information in specialized databases.
- Deep expertise in the publications field, including: scheduling advertisements; proofing and approving artwork; coordinating special newspaper sections; managing order fulfillment, shipping and inventory control; tracking sales; copy editing.

### **Professional Experience**

#### **2017 – present, Staffmark Temporary Services**

Franklin, TN

##### **Current assignment with HCA, Nashville, February 2018 - present**

Digital records management, including: organizing archival records and converting to new digital format; reconciling legacy databases and maintaining new databases; fulfilling record requests across the headquarters organization; maintenance and operation of technical equipment.

#### **2007 – 2017, The Tennessean/Gannett**

Nashville, TN

##### **Coordinator, National Sales and Key Accounts Teams 2009 – 2017**

Responsible for scheduling ads and coordinating art files for home improvement, automotive and grocery accounts. Recognized for outstanding work with First Place in Category in the “Drive to 125 Program” for 4 months in a row: December 2016 through March 2017.

- Coordinator/representative for major retail clients Rooms To Go, Hobby Lobby, and the Mediaspace agency representing a roster of 187 advertisers
- Collaborated with account manager and sales executive to oversee the regional advertising program for a focused portfolio of clients, scheduling >600 advertisements per month in Gannett entities throughout Tennessee
- Enabled sales team performance by establishing accounts; managing payments, credits and account reconciliation; proofreading ad copy; and
- Responsible for providing digital tear sheets, tracking standby ad sales, and reporting page/position information to Mediaspace
- Handled billing to >90 other major national retail accounts for preprint ads, using corporate enterprise system to process transactions totaling \$5M per year.
- Responsible for scheduling preprints in the corporate enterprise order entry system for home improvement and grocery accounts, performing with highest degree of accuracy and timely fulfillment of customer needs

##### **Special Projects Coordinator, 2007 – 2009**

Supported four sales representatives, and worked across departments to coordinate newspaper special sections. Responsibilities included:

- Determined press times, quantities and distribution for 40 special sections and FYI magazine
- Programmed rates for special section packages

- Developed sales materials

Special Projects Coordinator, 2007 – 2009 (continued)

- Responsible for quality control, reviewing publication manifests to identify missing orders and correct order entry errors
- Created Advertising Agreements and other sales materials needed by the Retail Advertising sales representatives
- Tracked sales and special ad placements across all Tennessean account executives, for special section publications and FYI magazine
- Proofread and copyedited publications, including Toast of Music City and sales materials
- Created special section commission reports and the yearly special sections calendar for the Retail Advertising sales representatives

**1995 – 2005, The Freedom Forum**

Arlington, VA (1995 - 2001) and Nashville, TN (2001 - 2005)

Publications Coordinator

Managed publication orders, inventory and worldwide shipping for international non-profit organization; maintained photography database and archives

- Developed streamlined publication ordering system for processing toll-free calls, resulting in improved customer service, rapid turnaround and cost savings
- Planned and supervised consolidation of domestic publications inventory from multi-site storage into a single warehouse facility, resulting in an efficient fulfillment system and elimination of backorders
- Developed and implemented distribution plans for mailings of 10,000+ Annual Reports as well as other special reports throughout the year
- Led selection process, implementation and management of enterprise photography database
- Coordinated fulfillment for all Freedom Forum publications, shipping >300,000 units per year
- Managed publications inventory, including reduction of 256,000 publications from warehouse, resulting in major savings on storage bills
- Created historical archive of all Freedom Forum publications, over 500 titles
- Represented the Freedom Forum and distributed publications at annual conventions of the Association for Education in Journalism and Mass Communication (AEJMC)

Other Experience

**2016 – 2017, Volunteer with United Way of Metropolitan Nashville Read to Succeed program**

Nashville, TN

Other Employment History

2005 – 2006      **Personal History Services, LLC** Nashville, TN

1994 – 1995      **ROH Inc.,** Arlington, VA

1990 – 1994      **Unisys (contractor to the General Services Administration),** Washington, D.C.

Digital and Technical Skills:

Windows and Macintosh operating systems, including Microsoft Office Suite and Adobe suite

At HCA: Versatile Enterprise, Iron Mountain Connect and Vital Web 3.0 and Kodak Ngenuity Scanner

At Gannett: Genesis, POET, ATOL, Shoom, SAS, Media Manager

At Freedom Forum: TEAMS integrated data system

Education:

Northern Virginia Community College, Alexandria, VA, 1980-1981 (one year)

References available upon request