

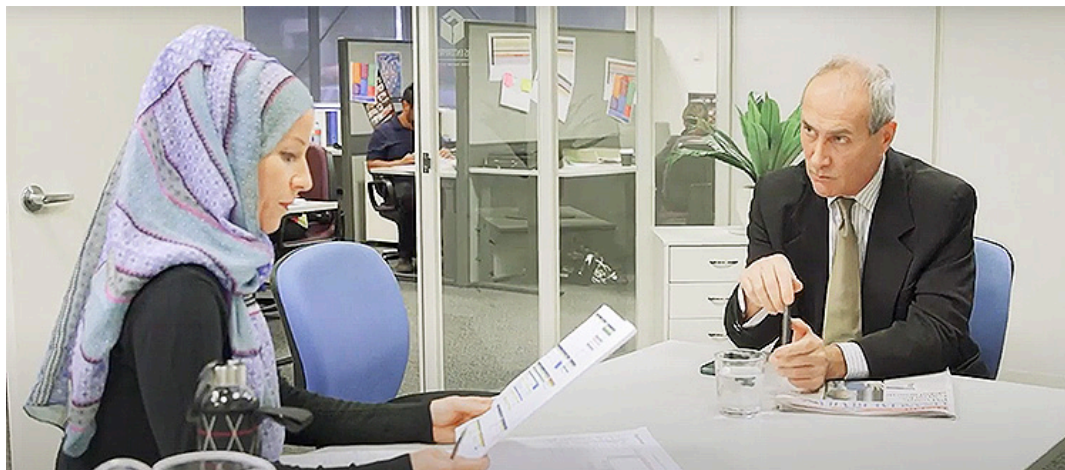


Corporate Profile - Tony Bové

Since commencing his career in Media in the early 1980's, Tony Bové has assisted many media buying shops, advertising agencies and direct clients alike. He has represented over 50 advertising accounts and has accrued an invaluable experience within media sales, strategy and buying, commercial production and campaign management.

EDUCATION & QUALIFICATIONS

- Fundamentals of Management, **AIM**
- Negotiation Skills, **Rogen Australia**
- Presentation Skills, **Rogen Australia**
- Certificate IV in Business Management, **RMIT**
- Professional Selling Skills, Levels 1, 2 & 3, **AIM**
- Salesmanship – Industrial & Commercial, **AIM**
- Hosting & Presenting, **Academy of Television**
- Effective Communication, **Speakcraft Australia**
- Human Relations & Communications Studies, **AIM**
- Video Presentation Skills, **Academy of Television**



EMPLOYMENT HISTORY

- 1980 - 1981 Office Assistant **3UZ Radio**
- 1982 - 1985 Sales Executive **3AK Radio**
- 1985 - 1988 Senior Sales Executive **Seven Network**
- 1988 - 1990 Travel **Eastern Australia & Europe**
- 1991 - 1991 Senior Sales Executive **News Limited**
- 1991 - 1994 Senior Sales Executive **Nine Affiliate Sales**
- 1994 - 1996 Actor/Presenter/Producer **Unit 7 Productions (QLD)**
- 1997 - 2009 Media Consultant **McCanns, MediaCom, MindShare, Iceberg, Quattro**
- 2009 - 2010 TVC Producer **LifeGlo**
- 2011 - 2013 Consultant/TVC Producer **MediTrim/Pulse Pharmacy**
- 2013 - 2019 Presenter/Producer **MYNewsroom**
- 2019 - 2020 Host Presenter for TV & Podcast Productions **Arts V @ Alex Theatre**

AGENCIES & ACCOUNTS SERVICED

Direct Clients • LifeGlo • Readify • Captive8 • Traveland • BroadScope • Encore Travel
• Home Express • Theiss Services • Gaseng Petroleum • Aussie Sports Tours

Quattro Media Clients • MECU • Natuzzi • Sanford • OptiSlim • Chris' Dips • NYK Group
• Calder Park • Sleepy Sams • Betta Electrical • Buy Rite Stores • Acushnet Australia

Iceberg Media Clients • Trading Post • Mr Bankrupt • Aust'n Timber Council • DaVinci
Auctions • Acquired Home Loans

Mindshare Clients • Ford • Ford Dealers

MediaCom Clients • KFC • Midas • Suzuki • Mitre 10 • Fasta Pasta • Reject Shop • Forty
Winks • World Vision • Hungry Jacks • True Value Hardware

McCann Erickson Clients • Holden • Glaxo Pharmaceuticals • Caravan Traders

Universal Media Clients • Holden Dealers • Community Aid Abroad

INDUSTRY EXPERIENCE

2019 - 2020: Presenter, Art V Weekly Online Podcast Series Contracted as Host
Presenter for Television and Podcast Productions.

2013 - 2019: Presenter, MY Newsroom Contracted to assist with copywriting, studio
operations, presenting to camera and producing client news segments as required.
Assisted with creation of new music TV Show, "Vineyard Sessions".



2012 - 2013: TVC Producer, Pulse Pharmacy Contracted to produce TVC's. Sourced Voice Over Talent and Studios, TVC Approvals and ensured Master Dubb dispatch to TV Broadcasters as scheduled.

2011 - 2012: Media Consultant, MediTrim Contracted to plan, book and monitor first Television Advertising Campaign for Melbourne only. Also included presenting Infomercials on behalf of client and acting as Brand Spokesperson.

2009 - 2010: TVC Consultant/Producer, LifeGlo Contracted to produce 30, 60 & 90 sec TVC's & Infomercials. Sourced Voice Over Talent and Studios, TVC Approvals and ensured Master Dubb dispatch to TV Broadcasters as scheduled.

2008 - 2009: Media Consultant, Quattro Media A Media Director role, responsible for media strategies, plans, management and billings. Clients included Acushnet Australia, Berkowitz Furniture, Betta Electrical, Buy Rite Stores, Calder Park Raceway, Chris' Dips, Karcher, MECU, Natuzzi Dealers (VIC & WA), OptiSlim, Sleepy Sams and Sanford Australia.

2004 - 2007: Media Consultant, Iceberg Media Responsible for \$5M of annual billings. Duties included media strategy, plans, buying, tracking analysis and commercial production. Clients: Mr Bankrupt and Acquired Home Loans.

2002 - 2003: Media Consultant, MindShare Responsible for Ford Dealers \$20M Advertising Spend. Also trained support staff whilst managing all mainstream media advertising campaigns (National TV, Radio & Press, Print).

1999 - 2001: Media Consultant, MediaCom Contracted to manage client billings of \$36M. Clients represented; Mitre 10, Midas, Forty Winks, World Vision, Suzuki, Fasta Pasta, True Value Hardware, The Reject Shop, KFC and Hungry Jacks.

1997 - 1999: Media Consultant, McCann Erickson/Universal Media Responsible for \$12M of client billings. Clients included Holden Dealers, Holden Brand, Community Aid Abroad, Home Express, Boat & Camping Shows & Glaxo Pharmaceuticals.



1994 - 1996: Actor/Presenter/Producer, Unit 7 Productions (QLD) Employed as an Associate Producer/Director/Actor/Presenter/Writer/VoiceOver & Production Assistant. Effectively, this time was utilised to gain a comprehensive 'hands on' understanding of the 'Production & Talent Procedures' required for Film & TV Productions.

1991 - 1994: Senior Sales Exec, Nine Affiliate Sales Launched the aggregation of Australia's Regional TV Markets whilst generating sales. Clients included Mitchell & Partners, Zenith Media, McCann Erickson and Mediacom.

1991 - 1991: Senior Sales Exec, News Limited Employed to launch *The Sunday Herald* to media buying shops and ad agencies. Then transferred within News Limited to represent *The Sunday Telegraph's* Melbourne operations.

1988 - 1990: Travel, Eastern Australia & Europe

1985 - 1988: Senior Sales Exec, Seven Network Employed to service blue chip accounts and advertising agencies. A truly amazing experience in Media, TV Broadcasting, Sales, Studio Procedures and Traffic Operations.

1982 - 1985: Sale Executive, 3AK Radio Station Specifically employed to seek and secure new business on a direct client basis. Working with the On Air Announcers, Producers and Sir Eric Pierce brought many learning experiences.

1980 - 1981: Office Assistant, 3UZ Radio Station My start in media, responsible for office duties and running errands for the on air personalities like Tony Barber, Bert Newton, Phillip Brady & Sean Cosgrove.

- Communication Studies • AIM
- Human Relations Studies • AIM
- Negotiation Skills • Rogen Australia
- Presentation Skills • Rogen Australia
- Fundamentals of Management • AIM
- Cert IV Business Management • RMIT
- Hosting & Presenting • Academy of Television
- Salesmanship - Industrial & Commercial • AIM
- Presenting to Camera • Academy of Television
- Professional Selling Skills Levels 1, 2 & 3 • AIM
- Effective Communication • Speakcraft Australia
- Certificate in Photography • Photography Studies College

SpeakCraft

rogen

photography



studies college



EXPERIENCE & SKILLS

STRATEGY PLANNING

NEGOTIATIONS

SALES PRESENTATIONS

PROPOSAL PREPARATION

TRAINING - PERFORMANCE

CAMPAIGN MANAGEMENT

PRODUCED PLANS FOR OVER 50 ADVERTISING ACCOUNTS

NEGOTIATED OVER 200 CLIENT ADVERTISING CAMPAIGNS

PRESENTED OVER 50 MEDIA & SALES PRESENTATIONS

PRODUCED OVER 50 MEDIA SALES PROPOSALS

TRAINED STAFF/TEAMS IN 6 MEDIA AGENCIES

OVERSEEN PRODUCTION OF OVER 50 CLIENT ADVERTISING CAMPAIGNS

OVERSEEN ANALYSIS PERFORMANCE ON OVER 50 CLIENT CAMPAIGNS

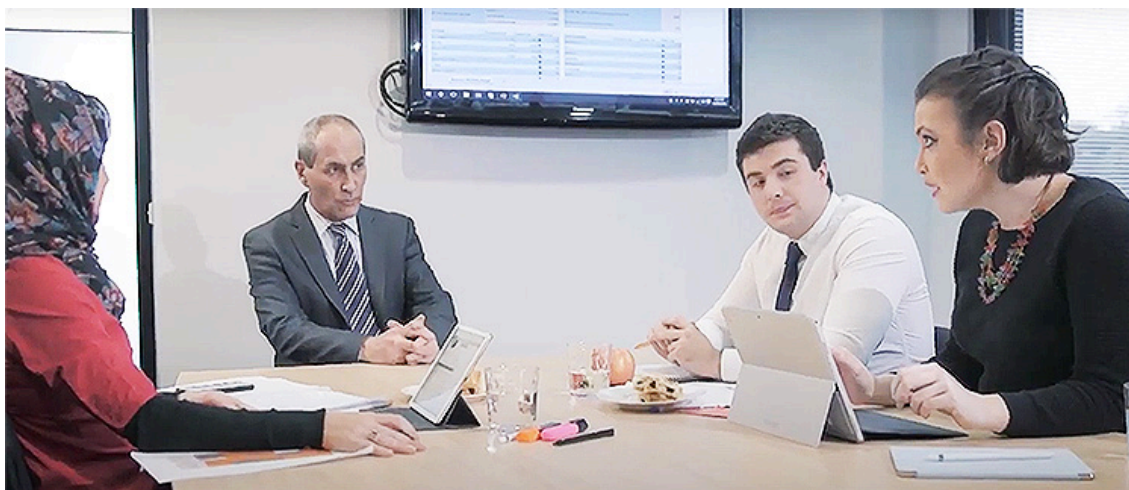
ADDITIONAL SKILLS

- Photoshop • Microsoft Excel • Editing • PowerPoint • Photography • Studio Operations
- Voice Over • Copywriting • Website Development - Word Press

HOBBIES / INTERESTS Music • Writing • Painting • History • Performing • Cycling

PERSONAL CHARACTER

I pride myself on offering an extremely high level of professionalism and enjoy working with people from creative, corporate and talent performance backgrounds. I have excellent communication skills and am also very capable, reliable and efficient! My friends describe me as a very loyal and dependable friend whom they can turn to for advice and support, whether it's for educational, career, business or personal matters. I like to give back to the industry and help nurture new talent who are also passionate about working within their chosen field.



CONTACT DETAILS

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