

WILLIAM M. MALLIA, III

OVERVIEW

Well-developed, comprehensive experience in relationship building, sales, marketing, and buzz creation. A talented self-starter with exceptional interpersonal skills, outstanding imaginative abilities, and an expert at projecting an organization's image.

CONTACT

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EDUCATION

Ithaca College
Ithaca, NY, 1980 - 1984
Major: Tourism/Recreation
Minor: Business

The Travel Institute
Wellesley, MA, 1991
Certified Travel Counselor
Caribbean Destination
Specialist

Mass Municipal Police Academy
Plymouth, MA, 2012 - 2013
Recruit Police Training

EXPERIENCE AND ASSETS

SENIOR ACCOUNT EXECUTIVE | PLYMOUTH ROCK BROADCASTING PLYMOUTH, MA APRIL 2017 - PRESENT

Direct organizations to maximize the potential of a 50,000-watt/digital radio resource serving Boston, Providence, Cape Cod, and the South Coast markets. Personally work with each client, creating custom campaigns, ongoing advertising copy and scheduling, and, on their behalf, interface with all facets of the station, including production, traffic, promotion, and on-air personalities.

DEPUTY SHERIFF | PLYMOUTH COUNTY SHERIFF'S DEPARTMENT PLYMOUTH, MA APRIL 2013 - 2018

Served as a uniformed, sworn law enforcement officer in Massachusetts' fifth-largest county.

OCEAN CREST CREATIVE MARKETING AGENCY | PRESIDENT PLYMOUTH, MA / WORLDWIDE SEPTEMBER 1990 - MARCH 2017

Initiated and presided over all aspects of a marketing company dedicated to promoting travel industry suppliers to retail travel agencies. Distinguishing services included:

Internet-Based Travel Industry Business Development Management -

Devised and implemented the world's first travel industry Internet-based sales presence, promoting the offering of suppliers directly to over 54,000 North American travel agents.

Contracted Travel Industry Business Development Management -

Motivated travel sellers to utilize the offering of travel supplier clients by carrying out over 35,000 personal sales calls along with extensive participation in trade shows, familiarization trips, and other successful promotion efforts.

SAVOY RESORTS | NORTHEAST DISTRICT SALES MANAGER BOSTON/NEW ENGLAND 1987 - 1990

Global resort and hospitality management company.

GWV TOURS | NEW ENGLAND SALES REPRESENTATIVE BOSTON/NEW ENGLAND 1984 - 1987

Leading tour operator servicing the Bahamas, the Caribbean, and Europe.