

Douglas W. Berkley Jr

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Professional Objective:

To utilize my wide range of unique and extensive marketing, public relations plus sales knowledge skills to enhance an oil and gas organization's visibility, profitability and growth.

Career Achievements:

- Directing all sales, marketing, social media and PR efforts of startup **MarcellusUSA.com**, offering services to companies in the Marcellus/Utica gas play. Developing ties with key politicians and members of local chambers and groups to further spread our name. Have secured first paying clients for site with more on the way. Company of 3, have experience in many facets of the business.
- Political Science background has allowed me to form relationships with key officials and my list of key industry contacts has grown exponentially over the last several months due to my marketing efforts and absolute immersion and belief in the Marcellus and Utica Gas - Oil industry.
- Prospected for and serviced businesses of all sizes for group health, dental, vision and more with **Agora Benefits**. Handled all client/customer service issues for entire office, dealing with all levels of service on issues related to various benefit plans. Aided in designing web site and marketing efforts.
- Developed a list of key relationships with top insurance agencies and brokers in the tri-state area (PA, OH, WV) through direct mail, internet research and online media in order to promote Principal and Assurant group health products for **Rogers Benefit Group**. Handled all office marketing, online and offline.
- Increased Online Advertising Revenues at **PittsburghLIVE.com (New Media area of Tribune Review Publishing)** by an average of 35% per year over a 5 year period.
- Supervised, coached, and trained 3 sales representatives and inside sales assistant. Created and delivered online training programs for large print sales staff of Tribune-Review and affiliated publications.
- Manage own time, projects and teams on previous and current position(s). Self-reliant, self motivated and responsible for own time without supervision in most cases.

Education: University of Pittsburgh at Johnstown

BA in History Minor in Political Science

**Additional Courses/
Experiences:**

- Dale Carnegie Direct Sales Advantage Training and Public Speaking
- Numerous Marcellus/Utica Shale Conferences at all levels
- Managed, coordinated and lead tradeshow efforts for MarcellusUSA.com
- Franklin/Covey Time Management training graduate
- Professional Sales Training Skills course graduate

**Work
Experience:**

(Current)

MarcellusUSA.com

Director of Online Sales and Marketing

Directing all sales, marketing and PR efforts of startup website offering services to companies in the Marcellus/Utica gas play and more. Since June 1 launch, have generated over 200+ appointments, created many proposals for interested parties and have secured first paying clients, building up to critical mass point so site sales take off on their own. Lead/worked many trade shows and conferences to get word out on new venture, and handle all aspects of the shows, from manning the booth to sign up and securing all needed items for show and display. Developing ties with key politicians and members of local chambers and groups to further spread our name.

Agora Benefits

(January 2008-April 2011)

Senior Account Manager

Prospecting, selling and serving businesses of all sizes for group health, dental, vision and more. Also handle client/customer service issues for entire office, dealing with all levels on issues related to plans, from C-level executives to office staff.

Rogers Benefit Group

(October 2005-December 2007)

Broker Relations/Account Manager

Developed lasting relationships with insurance agents and brokers from the tri-state area (PA, OH, WV) in order to promote the Principal and Assurant group health products and ancillary lines of coverage. Currently hold Life, Accident and Health License. **Branch Closed.**

PittsburghLIVE.com

(December 2000-September 2005)

**(New Media Division-
Tribune-Review Publishing Company)**

Online Advertising Director

Led overall revenue and sales force for new media division of the Tribune Review Publishing Company (PittsburghLIVE.com). Managed team of online account executives as well as handling major account level of sales personally. Maintained and developed joint online sales programs with large print side sales staff to exceed revenue goals. Departmental budgeting responsibilities, established revenue goals for department and sales staff, and developed all sales and marketing programs for print and online groups.