

# Martha Bellomy

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## PROFESSIONAL EXPERIENCE

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### **Moroch Partners Advertising Agency; Account Executive** 1999 to 2003

Managed aggregate media budgets of \$6.6m - \$7.1m for +900 McDonald's stores for the advertising agency specializing in retail and branding services with estimated annual revenue of \$30 million.

Responsible for McDonald's in Houston, North & West Texas Franchise & Corporate – West Division. Managed and executed the region's Point of Purchase orders on a campaign basis (12 events per year; national and local).

### **Key Accomplishments:**

- Created and managed a centralized local store marketing system for McD's Corporation (McOpCo) with the objective to generate customer loyalty and traffic through marketing efforts geared towards a specific DMA, which resulted in increasing year-over-year sales by 3%, and an increase in transactions of 2.5%
- Managed the Latino Consumer Market for the local Co-op business in the Dallas/Ft. Worth Metroplex
- Created relevant marketing and public relations initiatives for the Latino community resulting in the increase of sales by over 8%, year-over-year, and an overall increase in market share by over 70% through the use of strategic media buys and well planned and executed marketing/public relations plans
- Utilized a strategic public relations plan leveraging media added value programs to maximize clients' marketing initiatives by creating an emotional connection with new and existing customers