

MARKETING & COMMUNICATIONS EXECUTIVE

Executive Profile

Creative leader offering rich career experience in corporate communications for domestic and global brands and strategic communications for use on social media, internal operations, and multi-media production. Successfully communicates brand messages to impressive heights through story-telling; key to transforming ideas into realities.

Achievements include product penetration, brand recognition and value, brand and image awareness, visual communications, and public relations campaign management/execution. Recognized skills in content development, project planning/management, multi-million-dollar budget oversight, business development, advertising, and agency management.

Skill Highlights

- Persuasive Leader
- Skilled Negotiator
- Brand Champion
- Revenue Generator
- Communications
- Branding
- Strategic Planning
- Operations
- Social Media Marketing
- Digital Production
- Budgeting
- Project Planning & Execution
- Business Development Support
- Customer Service
- Leadership
- Sales

Core Accomplishments

Capitalize on story-telling talents and visionary approach to communicate corporate accomplishments across all media including success in global media platforms such as YouTube, Twitter, Facebook, LinkedIn, Instagram, Vimeo, and Tumblr

Principal player that navigated Robert Redford's Sundance TV from conceptualization through launch. Collaborated with television and feature film producers and distributors, cemented 12+ national partnerships, and spearheaded public relations and corporate communications campaigns that garnered global coverage. Developed communication positioning that boosted entity from a premium-only subscriber base to recognition as a vital entertainment channel

Contributed to millions of dollars in sales by architecting awareness and communications strategies for the issue or re-issue of Disney films such as "Cinderella," "Jungle Book II," "Annie," and other popular films. Crafted a brand identity for actor/director Kenneth Branagh, directors Ang Lee and Anthony Minghella, and actress Julia Roberts, among others.

Collaborated on projects involving industry giants such as Steven Spielberg, Spike Lee, Ridley Scott, and others

Introduced aggressive marketing and public relations campaigns to launch several film distribution companies

Professional Experience

City

01/1995 to 04/2016

Marketing & Communications Executive Company Name 1/4 City , State

- **Highly successful firm** that has provided public relations and corporate communications services to more than 100 national and global clients.
- **Track record of success** market identification and penetration, competitive differentiation, corporate image improvements, new business development, content development and awareness.
- **Controlled budgets** ranging up to \$20 million.
- Instrumental in generating 1+ million Internet viewers by devising aggressive public relations and communications campaign to support the introduction of Quincy Jones III's revolutionary health initiative "Feel Rich."
- **Accelerated public awareness** of critical Diabetes care across the nation by writing and producing more than 30 entertaining and informative stories for CNBC's show "D-Life," which prompted tens of thousands of Internet viewings.
- **Successfully** wrote and produced over 75 digital marketing pieces, and wrote and produced in excess of 100 segments for brands such as Apple TV ESPN, CNBC, and DirecTV, among others.
- **Traveled globally** to write and produce stories for Warner Brothers, Disney, Universal Studios, ESPN, CNBC, DirecTV, and the History Channel.

- **Garnered interviews** with scores of celebrities including Magic Johnson, Dustin Hoffman, Matthew McConaughey, the President of the United States' former personal physician, and many others.
- **Presided over** public relations projects designed to boost after-theatrical sales revenue for more than 200 home entertainment/VOD films such as "The 40 Year Old Virgin," "Munich," and "American Gangster." Engineered successful strategies in foreign markets and across DVD, VOD, and pay TV sectors to accelerate sales.

01/1988 to 01/1995

Vice President, Marketing & Public Relations Company Name i¼ City , State

Managed over 25 global staff members and architected over 50 public relations campaigns and initiatives proving to be pivotal to capturing Oscar nominations and awards. Cultivated the public relations efforts when company went public. Led all efforts for corporate communications.

Projects included : Madness of King George, Ang Lee's Wedding Banquet & Eat Drink Man Woman, Kenneth Branagh's Much Ado About Nothing; Oversaw the public relations and communications for the worldwide launch and multi-season success for iconic American Gladiators series

Education

Bachelor of Arts : English Literature UC SANTA BARBARA i¼ City , State

Credentials

Content development, corporate communications, health care, new business development, producing, public relations, sales, stories, strategic planning