

SUMMARY OF QUALIFICATIONS

- 10 years of experience in experiential, integrated, and viral marketing.
- Proficient in the digital space and social networking.
- Outstanding diplomacy, project management, and interpersonal skills that consistently produces positive results for companies.
- Expert understanding of the arts, culture, social issues and trends.

PROFESSIONAL EXPERIENCE

MALBON BROTHERS FARMS/FRANK 151 Los Angeles, CA
Strategy and In-Market Research, Senior Account Manager 2010- Present

KIRSHENBAUM BOND SENECA + PARTNERS New York, NY / Los Angeles, CA
Project Manager and Brand Ambassador (Freelance) 2010 - Present

- Managed partner sell-in program for the 2011 Lexus Hybrid pre-launch across four markets: Chicago, Los Angeles, New York, and Miami / lexusdarkride.com
- Oversaw sponsorship placement opportunities, negotiated deals, and coordinated on-site presence of the Lexus brand.

ACTIVAIRE New York, NY / Los Angeles, CA
Project Management and Sales Manager 2009 - Present

- Developed marketing campaigns and promotions for Activaire, a background music company providing customized playlists for retail and hospitality environments.
- Managed accounts and curated background music based on audience demographic for clients including Hilton Hotel and Uniqlo.
- Liased with prospective clients to generate new business. Closed contracts with Mario Batali, Esprit, Puma, and Helmut Lang.

Total ROI exceeded \$300,000.

MTV New York, NY
Multi-platform Marketing and Talent Coordinator 2007 - 2008
Music and Talent Consultant 2005 - 2007

- Managed multimedia content acquisition and music talent integration for networks reaching over 90 million viewers per year.
- Created integrated marketing campaigns to leverage sponsor and talent relationships with network partners. MTV's clients included Nike, Toyota, and Mountain Dew.
- Supervised domestic and international productions and events with an annual budget of \$500,000.
- Directed web production and editorial teams on network blogs and web properties.
- Supported VP of Creative Integration on music supervision for shows including *Rob and Big* and *The Hills*.
- Organized virtual press conferences, brand development, and live events for "in-world" franchises.

GIANT STEP New York, NY
Concert and Event Manager 2004 - 2005

- In less than 1 year, produced more than 60 promotional events, including project launch and brand awareness functions for companies including Levi's and LG, with a budget of \$200,000 per client.
- Created event specific advertising and promotional campaigns with over 50 national and regional media outlets.
- Increased brand membership by 10,000 by developing online and mobile kiosk sign-up system.
- Compiled event debrief reports and advised clients on how to utilize these findings in future marketing campaigns.
- Supervised staff of 15 to launch and execute marketing initiatives.

FLAVORPILL New York, NY
Promotion and Production Manager (Freelance) 2003 - 2004

- Organized event convening 500 multimedia and entertainment organizations and drawing more than 6,000 visitors a day.
- Developed sponsorship proposals, marketing incentives, music talent involvement, and product promotion strategy for companies including Motorola and Mountain Dew.
- Solicited product placement for 10,000 gift bags from sponsors including Adidas, Altoids, and Pepsi.

MACY'S San Francisco, CA
Public Relations Coordinator (Freelance) 2002-2003

- Oversaw logistics for a theatrical fashion show in San Francisco and Los Angeles.
- Managed \$50,000 budget to secure all transportation and hospitality for over 275 people. Procured sponsorship donations from companies including American Airlines and Hyatt Hotels.
- Coordinated celebrity participation with agents, publicists, and managers. Celebrities included Liza Minnelli and Kenneth Cole.

DIGITALCUSTOM GROUP San Francisco, CA
Associate Producer 2000 - 2002

- Managed marketing and publicity for a transactional website where consumers purchased professional edits of digital photos.

EDUCATION

TRINITY COLLEGE Hartford, CT
Bachelor of Arts in American Studies and Film Studies May 2000