

## CEO / PRESIDENT

### Executive Profile

Senior marketing executive experienced in the music, sports and entertainment industry with an ability to build market presence. Track record of accelerating growth by creating and executing integrated marketing and strategic marketing programs that improved visibility, sales, and account base. Product Development Social Media Marketing Strategic Marketing Planning Multi Media Marketing & Advertising - Print, Broadcast, Web / Internet Leadership/Team Building Brand Image Development & Management Promotions & PR Management Vendor & Sponsor Negotiations Market Research & Competitive Analysis

### Skill Highlights

- Product Development
- Social Media Marketing
- Strategic Marketing Planning
- Multi Media Marketing & Advertising - Print, Broadcast, Web
- Leadership/Team Building
- Brand Image Development & Management
- Promotions & PR Management
- Vendor & Sponsor Negotiations
- Market Research & Competitive Analysis

### Core Accomplishments

Successfully developed products from the ground up to produce substantial revenue growth.

Launched successful marketing initiatives for new clothing lines with first year sales ranging between \$1.8 M - \$15M in sales

Collaborated and worked with record labels in accomplishing sales of over 100 M album and singles sold

Expert management capabilities include strategic planning, P& L accountability, budgeting and supervision.

Forged innovative partnerships with businesses, sports & music agents through joint-development alliances.

Highly profit-oriented; committed to increasing efficiency, and maximizing the contributions of each employee.

A record of success managing advertisement agencies, sports and music agents to achieve record success with marketing initiatives.

Achieving \$10 M in retail sales for Artist ? rapper T.I's Akoo Brand during first year of business

### Professional Experience

January 2011 to Current

Company Name City , State CEO / President

- A full service branding / marketing consultant company who's goals and objectives are to achieve the highest standards possible in everything that we do.
- We are committed to Our goals and priorities which are to offer a service that enable Our clients / brands the best opportunities to increase their business while simultaneously reaching their goals.
- We approach all clients projects with a high level of competitive creativity and flair as well as to service Our clients at the highest professional level.

January 2011 to Current

Company Name City , State Creative Director/ Owner

- Successfully developed products from the ground up to produce substantial revenue growth.
- Launched successful marketing initiatives for new clothing lines & music album releases.
- Expert management capabilities include strategic planning, P& L accountability, budgeting and supervision.
- Forged innovative partnerships with businesses, sports & music agents through joint-development alliances.
- Highly profit-oriented; committed to increasing efficiency, and maximizing the contributions of each employee.
- A record of success managing advertisement agencies, sports and music agents to achieve record success with strategic marketing plans and initiatives Responsible for daily operations of company Implemented marketing strategies and special event planning for the clothing line.
- Collaborated with marketing / public relations agencies to secure strategic partnerships with artist , record labels etc to secure product placement / endorsement opportunities for brand exposure Managed a national sales team of 8 ( 5 sales representatives 3 sales assistants) Negotiated advertising rates and placed advertising with prime print media outlets, websites and blogs Led all marketing efforts ensuring company consistently surpassed sales goals.
- Collaborate with sales to build and execute effective retail marketing plans to build exposure at brick and mortar locations and popular on

line retailers Liaison between manufacturing company and factories to insure proper manufacturing and distribution of the brand /product.

April 2009 to June 2011

Company Name City , State Executive Brand Consultant / Brand Manager

- Kenistre 8 / Oved Apparel Group Provided marketing / strategic planning for Oved Apparel brand Akademiks , PRPS/PRPS Goods , Parish Nation , Born Fly Co Developed effective social media marketing campaigns for brands by developing partnerships with fashion/lifestyle bloggers , stylist & fashion editors.
- Formed strategic partnerships with artist, managers, athletes & trendsetting personalities to secure product placement and/or endorsement opportunities to secure more exposure Collaborated with sales & retail partners to develop effective and strategic retail marketing plans to drive customer and sales traffic Researched & worked with design team on product development and trend analysis in planning collections for brands.

January 2004 to August 2009

Company Name City , State Vice President of Marketing

- Provided marketing and business leadership focusing on industry verticals; Delivered immediate impact through successful strategic partnerships and vigorous market development exceeding projected sales of \$8M, producing \$15M.
- Successfully oversaw and increased brand awareness for five brands including Akoo, & Play Cloths Personally secured a clothing deal for AKOO brand with actor and rap star T.I.
- projected to produce 10M in sales in first year of business.
- Manages the relationship with sports agents, athletes, artists, music and fashion executives to execute successful advertising and media projects.
- Played a key role in identifying and developing new relationships and/or partnerships with notable business entities and community leaders.
- Credited with being highly successful in accessing and negotiating local and national media opportunities.
- Effectively assists sales with product placement recommendations and acquiring key influencer accounts leading to overall sales growth.
- Develops tactical marketing plans to support overall system-wide sales plans.
- Collaborated with Creative Director on trend analysis for collection.
- Researched and worked with production / design team on product development and quality control issues.

January 2001 to December 2004

Company Name City , State Vice President of Marketing

- Brand partnerships include famous artist and tastemakers including MIA, Kid Sister, DJ Clue , JadaKiss ,Keyshia Cole & Allen Iverson , Developed and implemented marketing plans with a staff of 5 to develop brand awareness for the Akademiks Clothing Company which led to becoming the 3rd top selling urban clothing line in its first year.
- Explored and followed-up on leads and marketing opportunities in across the country.
- Researched and developed Co-op retail marketing programs with retailers nationwide.
- Leveraged music, entertainment, and sports relationships to promote the Akademiks brand.
- Identified and coordinated with notable fashion stylist to achieve strategic product placement opportunities.
- Developed first major ad campaign for an urban collection featuring multi platinum artists JadaKiss, Fabolous, and DJ Clue Instrumental in projected first year sales of \$9 million dollars Sponsor For major radio marketing convention The Mix Show Power Summit In South Beach , Miami

February 1998 to July 2001

Company Name City , State East Coast Dir. of Radio Marketing & Promotions

Accountable for securing radio play and exposure for all Interscope artist including JadaKiss, Eminem Gwen Stefani 50 cent

Critical part the successful album sales of co-venture labels such as RuffRyder Ent. Shady Records , Aftermath Records & developing new artist/ label TDE & Kendrick Lamar

Instrumental in the album sales of various Interscope Records artist such as Dr. Dre,BEP ( Black Eyes Peas / Wil. I. AM , Fergie )

Created new revenue streams through co branding opportunities with other Lifestyle Brands.

Planned and implemented marketing and promotional strategies for artists and joint ventures to increase sales.

Increased airplay of Arista artists by creating relationships with Regional Directors of Promotion in each market.

Proposed various actions which lead to improving the health and profitability of the company.

Orchestrated domestic and international promotional radio tours for artists.

Conducted Sales research with retail outlets.

Maintained quarterly departmental budgets, financial statements, and a staff of 20 people.

Developed effective strategic marketing plans that contributed to platinum sales of all Interscope Records Artist

A&R Consulting : Effectively connecting writers and producers with artist and labels

March 1994 to July 1998

Company Name City , State Sr National Director of Marketing

- Created innovative business solutions through applying leading-edge marketing plans, leading to record breaking record sales of various artists.
- 100 Million records sold worldwide) Played a critical part the successful album sales of co-venture labels such as Bad Boy and LaFace.
- Spearhead strategic marketing plans to secure radio airplay on major radio outlets and formats
- Managed nationwide college radio rep team ( 20 college reps nationwide) to secure exposure for artist at college radio and campuses
- Instrumental in the album sales of various Arista artists including Whitney Houston, Tony Braxton, and Usher.
- Planned and implemented marketing and promotional strategies for artists and joint ventures to increase sales.
- Increased airplay of Arista artists by creating relationships with Regional Directors of Promotion in each market.
- Proposed various actions which lead to improving the health and profitability of the company.
- Orchestrated domestic and international promotional radio tours for artists.
- Conducted Soundscan research with retail outlets.
- Maintained quarterly departmental budgets, financial statements, and a staff of 20 people.
- Developed effective strategic marketing plans that contributed to one of Arista's most successful years in the labels history ( \$ 365 Million in one year ).

Education

1996

Binghamton University

City , State , Broome Marketing / Business Admin

Bachelor of Science

Skills

advertising, branding / marketing, budgeting, budgets, business solutions, competitive, consultant, creativity, Creative Director, , communications, edge, event planning, fashion, financial statements, leadership, Design ,Director, marketing analysis ,operation management, marketing plans, marketing strategies, marketing, retail marketing , market development, negotiating, multi media, product development, producing, profit, Promotion, public relations, quality control, radio, research, retail, selling, sales, sales plans, strategic, strategic marketing, social media marketing ,strategic planning , supervision, trends, websites, event planning ,