

OWNER/CONSULTANT

Summary

Proven marketing and public relations executive with expertise in creating, implementing and executing all facets of marketing, press and national promotions including major entertainment industry premieres, concerts and events, and national network and product launches. Extensive experience in the hospitality, music, family, biotech and non-profit industries.

Highlights

Experience

Owner/Consultant

August 2006 to Current Company Name i¼ City , State

- Develop and implement public relations plans and strategies for top consumer brands and gain major local and national exposure for clients.
- Clients have included the First Annual La Costa Film Festival, Spinal Elements, Make-A-Wish San Diego, American Express, Ogilvy Public Relations (NY), Walt Disney Records, The Los Angeles College of Music, Keep California Beautiful and the locally-based Rock 'n Roll marathon and Kids Rock marathon series.
- Highlights include:..
- Securing placement of major feature stories on television, in newspapers and magazines on both the national and local level, including but not limited to The Associated Press, Time Magazine, Rolling Stone, Oprah Magazine, Fast Company, Business Week, AARP Magazine, Ladies Home Journal, Fox Business News, CNN, USA Today, The New York Daily News, The Los Angeles Times, Extra!, E! News Daily, and numerous top daily newspapers and TV stations across the country.
- Consistently place major stories for local clients in all local San Diego and Southern California media, including all TV news outlets, San Diego Union Tribune, FINE Magazine, San Diego Magazine, Westways magazine, Sunset magazine, Travel & Leisure magazine, Carlsbad magazine, all area Z Code magazines, Ranch & Coast magazine, San Diego Business Journal etc.

Associate Executive Director

January 2001 to August 2006 Company Name i¼ City , State

- Developed and implemented public relations plans and branding strategies to expand the musical instrument product market and increase public awareness of the benefits of music and music making for the largest trade-only music products show in the world and its non-profit media arm (AMC - now the NAMM Foundation).
- Oversaw two national PR firms.
- Developed strategic partnerships with major national corporations including Disney, Fisher Price, Paramount Home Video, Teen People magazine, American Idol magazine, The Afterschool Alliance, the Justin Timberlake Foundation and the John Lennon Educational Tour Bus to expand music-making messaging to millions of consumers.
- These partnerships resulted in hundreds of millions of media impressions worth an ad rate value of over \$50 million dollars.
- Oversaw public relations strategies and activities for all NAMM messaging to the general public.
- Directed the national press launch of Sesame Street Music Works in 2002; annual petition drives, media campaigns and events on Capitol Hill; NAMM's Rose Parade activities; and youth marketing initiatives such as themusicedge.com.
- Campaigns I have overseen average 5 billion media impressions a year.

Manager

November 1997 to January 2001 Company Name i¼ City , State

- Managed publicity and press coverage for all Walt Disney Records' products.
- Served as liaison with publicity and marketing departments to ensure seamless implementation of overall marketing plans.
- Chosen as only Walt Disney Records representative to serve on Michael Eisner's Disney Learning Partnership, a non-profit committee.
- Directed development of press kits; wrote all press releases, biographies and press materials for the label.
- Wrote and placed stories on WDR marketing strategies for trades such as Billboard, ADWEEK and Brandweek.
- Produced EPKs and videos for major CD and artist releases.
- Secured placement of major feature stories on television, in newspapers and magazines on both the national and local level, including but not limited to CNN, USA Today, The New York Daily News, The New York Times, The Los Angeles Times, Access Hollywood, E! News Daily, and Entertainment Weekly.
- Planned, covered and executed all regional Walt Disney Records' events, including the Mulan press junket with Christina Aguilera and 98 Degrees and Lion King Broadway cast signings.
- Responsible for successful media launch of Radio Disney Jams album franchise, resulting in over 50 million consumer impressions.
- Spearheaded "Importance of Music" pro-social campaign, which resulted in increased press exposure for the label and spanned multiple Disney divisions.
- Developed relationship with NAMM, the International Music Products Association and the American Music Conference (AMC) which provided expanded press opportunities for relevant projects and artists (Phil Collins/Tarzan, Disney's Lullaby album) and promoted good-will message for Walt Disney Records.

Account Executive

January 1995 to November 1997 Company Name i¼ City , State

- Planned, coordinated and executed full-fledged publicity campaigns tailor-made to each specific client.
- Successfully obtained major exposure for clients, including E! News Daily, Extra, CNN, KABC-TV News (Los Angeles), KTTV News (LA), KCAL-TV News (LA), KROQ-FM (LA) and The Los Angeles Times.

- Celebrity talent booking (Inside Edition, American Journal) and coordinating special events (Pre-Emmy Awards party, Cable Ace Awards honorary dinners).
- Produced press kits, wrote biographies and press releases.
- Established and maintained contact with electronic, print and radio media representatives; coordinated media interviews.

writer

March 1994 to December 1994 Company Name i¼ City , State

- Wrote articles for corporate newsletter.
- Interviewed executives, researched relevant issues and prepared articles for publication.

Education

Bachelor of Arts : Communications Public relations and writing , August, 1993 University of Missouri i¼ City , State Communications Public relations and writing

Skills

ad, artist, benefits, branding, Cable, CD, com, client, Clients, special events, Fast, Film, marketing plans, marketing strategies, marketing, market, materials, messaging, Access, 98, Works, newsletter, newspapers, press kits, Press, press releases, PR, profit, Public Relations, publication, publicity, Express, Radio, San, FM, stories, strategic, TV, television, Video, articles