

EXECUTIVE SUMMARY

- Specialize in implementation planning and brand governance
- Over twenty years of experience in branding, advertising, and television production
- Successful at building trusted client relationships that lead to organic growth
- Skilled at finding optimization and efficiency opportunities within brand management process
- Strong ability to handle multiple deadlines while maintaining attention to quality
- Adept at working in high-pressure, detail-oriented environments, while keeping sight of bigger picture throughout entire project

EXPERIENCE

INTERBRAND

2007 – Present

DIRECTOR, BRAND MANAGEMENT SYSTEMS

- Built a \$100MM rebranding plan for Client X. Plan identified cost savings opportunities totaling \$22MM, helping client secure rebranding budget from Board of Directors. Brand agency budget projected at \$XXMM.
- Evolved the Implementation Planning capability and translated it into a new revenue stream. Have played a similar role for Help Desk and Brand Governance offerings.
- Launched brand management ROI study and calculator
- Converted several incremental assignments for multiple clients, resulting in significant organic growth
- Earned increased exposure to c-level clients
- Manage a staff of 11 full-time employees, plus freelance

PIXELJOCKEY

2005 – 2007

PRINCIPAL

- Founding partner of an outsourced brand identity production agency
- Grew business to \$1.2 million in annual revenue
- Managed eight full-time employees plus freelance support
- Oversaw production for the simultaneous brand rollouts of AT&T and MasterCard

McCANN-ERICKSON

2004 – 2005

FREELANCE PRE-PRESS/RETOUCHING MANAGER

- Responsible for managing the retouching department on the Verizon Wireless account
- Defined a new and more efficient workflow between studio and retouching departments, resulting in greater quality control and time savings

THE 5th COLOR

2003 – 2004

VICE PRESIDENT OF PRODUCTION

- Responsible for day-to-day operations of a digital printing facility

COREBRAND

2000 – 2003

IMPLEMENTATION / PRODUCTION MANAGER

- Managed all aspects of print production including press runs, press proofs, vendor selection, price negotiation and paper selection
- Hired and managed freelance staff including production artists, copywriters, proofreaders and photographers
- Assessed clients' needs and brought together agency resources to ensure successful implementation including preparing budgets, creating project schedules and acting as a liaison across departments
- Responsible for managing \$2 million communications budget of international re-insurance client

BARAMI

1998 – 2000

MARKETING MANAGER / CREATIVE SERVICES

- Managed annual marketing/advertising budget for 30 store national chain including all aspects of printing
- Significantly reduced annual printing costs by launching and managing in-house creative services department
- Created e-commerce plan and launched www.barami.com to generate new source of revenue with unique functions to boost sales and generate publicity

HBO

1994 – 1998

ON-AIR PLANNER

- Created interstitial programming schedules for the HBO/CINEMAX networks to build program awareness and maximize viewership

OPERATIONS COORDINATOR (HBO HOME VIDEO)

- Oversaw production of all titles being released on video to meet marketing deadlines, including producing trailer reels
- Designed and implemented a master inventory and tracking program of all video/film elements owned by HBO HOME VIDEO to eliminate inventory shrinkage and production delays

THE MONTEL WILLIAMS SHOW

1993

STORY COORDINATOR

- Developed show ideas to create a fresh approach to similar stories and increase ratings

GERALDO

1991 – 1993

RESEARCHER

- Researched show topics and coordinated all viewer correspondence

EDUCATION

New York University, New York, NY – Organizational Behavior and Communications
School of Visual Arts, New York, NY – Film/Video
Westchester Community College, Valhalla, NY

SKILLS

- Mac/PC literate
- In-depth knowledge of Adobe Creative Suite, Quark, Microsoft Office, FileMaker Pro and FastTrack