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## QUALIFICATION SUMMARY

Diverse marketing background in media, advertising, copywriting, and events for a variety of different companies and products. Extensive creative and concept-development skills. Experience in all elements of event marketing and sales. **Thinking of stuff to help sell stuff.**

## PROFESSIONAL EXPERIENCE

### PEOPLE Magazine - TIME Inc.

2000 to just now

Sr. Creative Development Director

Develop strategic and creative concepts for advertisers and TIME Inc. brands. Responsible for analyzing client assets and objectives to create revenue opportunities in print and online.

### Architectural Digest

1997–2000

Promotion Projects Manager

Develop programs and collateral to promote the brand and support sales efforts. Responsible for promotional materials and nontraditional presentations.

### Gourmet Magazine

1996–1997

Coordinated special events, created merchandising proposals and managed in-house entertainment functions.

### Creative Director - JEWEL Productions - New Haven, CT

1989–1996

JEWEL Productions was a promotion company for events such as professional tennis tournaments, concerts, and social service projects. Responsibilities included:

- Creating marketing plans, advertising and collateral materials including TV, billboards, radio, print, direct mail, newsletters, invitations...from concept to final product
- Writing and producing sponsor presentations, proposals, interactive exhibits
- Managing Editor of 160-page event souvenir book

## Marketing/Creative Freelance

### COMPANY PICNIC

Working with a diverse, freelance, all-things-marketing team. Capabilities include branding, social media marketing, web design, copywriting, videos...

### TIME Magazine

- Branded content and copywriting

### MVM, Inc. - international security company - Washington, DC

- Developed marketing plan, ads and sales materials for MVM and subsidiaries

## Previous Employment

### Resort Development - Stratton Resort, Stratton Mountain, VT

- Marketed commercial space for potential resort retailers

### Director of Development - Stratton Mountain School, Stratton Mountain, VT

- Coordinated fund-raising for nationally renowned ski academy

### Advertising Manager - Stratton Mountain Resort

- Developed and implemented advertising plan and resort collateral materials

### Advertising Coordinator - Playboy Hotel & Casino - Atlantic City, NJ

- Created promotional materials and worked events such as celebrity pro-ams, title fights and concerts

## EDUCATION

West Virginia University - B.S. Degree in Journalism, Speech Communications