

Use My Experience to Ignite Your Goals

Innovation and marketing creative available to join your team; let me help you formulate, implement, and commercialize your goals. Twenty years of professional experience orchestrating traditional and digital marketing projects, developing then deploying life changing philanthropic programs and producing media.

CAREER SUMMARY

Employed in the entertainment and philanthropy industries; my specialties are marketing and innovation. Recently my focus has been strategic philanthropy and publishing.

EXPERTISE

- ▶ Innovation, strategy and implementation
- ▶ Engaging consumer markets and target audiences
- ▶ Developing campaigns for adoption, advocacy and public education
- ▶ Creating traditional and digital media

TALENTS

- ▶ Needs assessor, solution architect, concept developer and implementation manager
- ▶ Networking flair with a talent for courting and maintaining strategic alliances
- ▶ Knack for organizing dynamic events, diverse personalities and varied needs into a desired goal

PERSONAL STATEMENT

I thrive when a professional opportunity matches a personal passion. Crafting solutions that improve people's lives and protect our earth gives me satisfaction. An info geek at heart, I love to figure out how "things work" and "people think."

CAREER FOCUS

I like to collaborate in a flexible atmosphere that values integrity and excellence; favor business models that incorporate our environment's welfare and social equality. I function optimally with a team that encourages openness, authenticity, and respect.

I've been employed by the music, film, travel and publishing industries; as well as non-profits wineries, art galleries and health practitioners.

I'm interested in the preservation of our natural environment; redefining social services and healthcare policies, improving quality of life for those in need of support; and leveraging technology to create efficient delivery models for marketing, engagement and education.

STRENGTHS

I am a creative with the credentials, skills, and resources to develop and manage innovative strategies that regularly exceed expectations.

Accustomed to employing tactics that maximize budgets without compromising quality, I have good problem solving skills and competently manage time sensitive projects with or without supervision. My preferred management style is democratic, agile and supportive but when results must be streamlined, I am comfortable being authoritative.

Among peers I am known for my innate creativity; the capacity to learn new material quickly; and an inclination, bordering obsession, to achieve goals. Many are surprised by the number of colleagues I can call friends.

KEY SKILLS

INNOVATION

Mission Focused

MARKETING

Branding
Commercial Growth
Engagement
Promotion
Publicity

IMPLEMENTATION

Development
Production
Deployment

MEDIA

Digital Media
Traditional Collateral
Website Design
Social Media Campaigns
Messaging Content
Imagery

TECHNICAL

Digital Implementation
Social Media Automation
Research & Data Mining
Account Maintenance

DETAILS & EXAMPLES

TritiaPOCCI.biz

US | EU Citizen

PROFESSIONAL HISTORY

The projects I've collaborated on range from publicity and engagement campaigns to product packaging for the music, film and publishing industries. I also manufactured IntegraTea a traditional Chinese herbal product.

I've worked on production teams making films and promoting musicians; coordinated and stylized photo shoots and music videos; as well as held associate positions for wardrobe and makeup. I've been an executive assistant for entrepreneurs, film directors, authors, and vintners.

My media experience includes the design, production and implementation of traditional and digital collateral, for use across a spectrum of marketing channels. I have created product packaging; editorial and merchandising photo essays; fulfilled graphic assignments and produced digital illustrations.

As a publicity photographer I've been employed by The Grateful Dead, Gregg Allman, Stevie Ray Vaughan, Neil Young and the Opera National De Paris to name a few. In the film industry, I produced production stills of high impact stunts and editorial essays for press junkets.

I began using technology in the 80's and am still eager to learn the latest techniques for content delivery, community engagement, development strategies and effective workflows.

My responsibilities for IntegrAID include: Corporate management and direction; needs assessment, solution strategies, project proposals and program implementation; campaigns for adoption, advocacy, community outreach and education; media for venture funding; networking and negotiating partnership agreements, as well as arranging collaboration contracts with existing charitable organizations. IntegrAID's biography: integraid.org/integraid_bio.pdf

PARTIAL CLIENT HISTORY: CBS Records, Atlantic Records, MCA Records, Record Plant, Encore Recording Studios, Ocean Way Studios, Fantasy Studios, Cavum Soni Studios, ICM Partners, Bill Graham Presents, Rosebud Agency, Black Mountain Productions, Infinity Broadcasting, Gamma Liaison, Playboy Enterprises (The Playboy Channel,) CBS Studios, Hallmark Entertainment, Alan Barnette Productions, Marty Pasetta, Pacific Arts Corp – Michael Nesmith, Sam Films, Chateau Belair Saint Georges, Honda International, l'Office de Tourisme de Saint Emilion, Paris Opera House. IntegrAID: World Encounters, Amity Foundation, Soledad State Prison, J/P Haitian Relief Organization, Homeless Solution Action Network

ACCOMPLISHMENTS

Personal

Grants: Steve Crouch for Photographic Excellence, 1980 & 1981

Scholarships: Friends of Photography, 1985 & 1986

Assistant: Herb Ritts Hollywood CA, 1986 – 1988

Articles

Pocci's Photographs Reveal Soul and Intensity of Rock n' Rollers, Coast Weekly 1985

Great Rock Music Demands Great Rock Photography, Los Angeles Times 1989

16 tips for making video interviews come alive, Socialbrite.com 2011

How Tritia Uses Twitter for Philanthropic Work in Haiti, Pluggio 2012

Functionality Above All Requirements, iSpring Solutions 2013

IntegrAID Inc. Grants and Donations

Niagra Trust, a Boissier Family Foundation, 1997, 1998 & 1999

Los Angeles Public Counsel Law Center, 1998

Tech Soup Global and Kellogg Foundation Action Lab, 2010

Dr. W. Wayne Dyer, 2010

Barnet Segal Charitable Trust, 2014, 2015, 2016 & 2017

EDUCATION

Professional experience in project development, implementation and administration
Over twenty years creating and producing marketing campaigns and media
Art Center College of Design, Pasadena CA - entertainment design and media practices
Peninsula College, Monterey CA - photography, graphic arts and communications

PERSONAL INTERESTS

I like to commune with nature, explore personal growth and business strategies, learn about viticulture and holistic health. With friends meaningful conversations, great food, the arts and travel are favorite activities. Interested in civic matters, I am an activist at heart.

RECENT EMPLOYMENT SUMMARY

[IntegrAID Inc.](#), 9/1994– Present

MANAGING DIRECTOR & PRESIDENT

DEVELOPMENT GRANTS \$412K | IMPLEMENTATION FUNDING \$1.4M

Corporate direction, funding and partnership agreements; project development and implementation, marketing and adoption strategies; media production

[MyLinkUp.info](#) an IntegrAID Inc. Project, 6/2014–12/2016

DEVELOPMENT DIRECTOR | PARTNERSHIPS & ENDORSEMENTS, TEAM

Concept development, feasibility study, funding projections; community adoption campaign; partnership negotiations; collateral design and production

[urBOOK.biz](#) an IntegrAID Inc. Project, 9/2008–3/2014

CO-FOUNDER & MANAGING DIRECTOR | ANNUAL REVENUE \$15M (projected)

Concept development, feasibility assessment, business model projections, funding and partnership negotiations; presentation design, production and implementation

[Watchman's Rattle](#) author Rebecca Costa, 9/2009–4/2012

SOCIAL MEDIA MANAGER & EXECUTIVE ASSISTANT

Social media strategy, collateral production, campaign implementation and management; content data mining and automation; pre-publication administrator

[Creating a Green Business](#) author Dorothy Finell, 9/2008–4/2010

EXECUTIVE ASSISTANT

Identify inclusion prospects in Australia, Asia, and USA; compile company reports and negotiate interviews; scheduling; first run copy edits, book cover and layout comps

PROJECT EXAMPLES available at TritiaPOCCI.biz

THANK YOU FOR YOUR TIME AND CONSIDERATION

Ring any time to chat or schedule an interview