TRITIA M. POCCI

TritiaPOCCI.biz Phone: (831) 626 0660 PST Email: inquiries@tritiapocci.biz

▸ DEVELOPMENT ▸ IMPLEMENTATION ▸ MARKETING ▸ PHILANTHROPY

USE MY EXPERIENCE TO CREATE YOUR VISION

Innovation and marketing creative available to join your team

I am here to help formulate, implement, and monetize your goals. With 25 years' of experience orchestrating commercial projects; developing and implementing philanthropic programs; as well as creating traditional and digital media, my skills and resources produce successful results.

CAREER SUMMARY

Employed in the entertainment and philanthropic industries; I am accustomed to working on location and from home; areas of expertise are development and marketing.

SKILLS

- Strategy and implementation
- Engaging consumer markets and target audiences
- Developing campaigns for adoption, advocacy and education
- Creating traditional and digital media

TALENTS

- Needs assessor, solution architect, concept developer and implementation director
- 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. I love to observe conditions then assess, develop and implement improvements. I am satisfied crafting solutions that improve people's lives and protect nature.

CAREER FOCUS

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

I am interested in the preservation of our planet; redefining social services and healthcare policies, improving quality of life for those in need of support; and leveraging technology for marketing, engagement and education.

CAREER ENVIRONMENT

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

PERSONAL INTERESTS

I like to commune with nature, explore personal growth and business strategies, and learn about viniculture 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.

KEY SKILLS

INNOVATION
- Mission Focused

MARKETING
- Commercial Growth
- Engagement & Adoption
- Education

IMPLEMENTATION
- Project Evaluation
- Development
- Production
- Deployment

MEDIA
- Digital Media
- Traditional Collateral
- Imagery
- Messaging Content
- Editing

TECHNICAL
- Research & Data Mining
- Digital Campaigns
- Account Maintenance

DETAILS & EXAMPLES

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US|EU Citizen

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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 leadership style is democratic, agile and supportive; however, 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.

PROFESSIONAL HISTORY

I've collaborated with projects ranging from publicity and engagement campaigns to product packaging for the music, film and publishing industries. I also manufactured and distributed 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 stylists. 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 across a spectrum of marketing channels. I have created editorial and merchandising photo essays; designed websites; 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 in addition to management companies and record labels. In the film industry, I produced production stills of high impact stunts and promotional editorial essays for packaging and 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 models 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_history.pdf**

PARTIAL CLIENT LIST 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, Homeless Solution Action Network.

EDUCATION

Professional experience in project development, implementation and administration

Over thirty 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

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ACCOMPLISHMENTS

Personal
Grants: Steve Crouch for Photographic Excellence, 1980 & 1981
Scholarships: Friends of Photography, 1985 & 1986
Assistant: Herb Ritts Hollywood CA, 1986 – 1988

Editorials
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 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, 2018, 2019, 2020 & 2022

EMPLOYMENT SUMMARY

TritiaPOCCI.biz, 1985 – Present **PROJECT ADMINISTRATION | MARKETING COLLATERAL**
Venture growth or reorganization, project administration; campaign strategy, development and implementation, media production

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, 6/2014–12/2017 **DEVELOPMENT DIRECTOR**
Concept development, feasibility study, funding projections; community adoption campaign; partnership negotiations; collateral design and production

urBOOK.biz an IntegrAID Inc. Project, 9/2008–3/2019 **CO-FOUNDER & MANAGING DIRECTOR**
ANNUAL REVENUE $23M (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

Secrets of 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** Ring any time to chat or schedule a visit (831) 626-0660