

Using My Experience to Ignite Your Goals

Marketing and innovation creative available to join your team; let me help you formulate, develop, and commercialize your goals. I've spent twenty years orchestrating traditional and digital marketing projects, producing media, in addition to developing and implementing life changing philanthropic programs.

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 targeting specific audiences
- ▶ Creating traditional and digital media
- ▶ Developing campaigns for adoption, advocacy and public education

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

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

EDUCATION

Over 15 years in project development, implementation and administration

Twenty years plus designing 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

KEY SKILLS

MARKETING

Branding
Engagement
Merchandising

INNOVATION

Commercial Growth
Mission Focused

IMPLEMENTATION

Development
Production
Deployment

MEDIA

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

TECHNICAL

Digital Implementation
Social Media Automation
Research & Data Mining
Account Maintenance

SOFTWARE

WordPress
HTML/PHP
Social Media Platforms
Social Media Dashboards
Adobe Acrobat Pro
Adobe Photoshop
Adobe InDesign
Google G Suite
Microsoft Office

DETAILS & EXAMPLES

TritiaPOCCI.biz

US|EU Citizen