

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 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

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

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

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

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