

EXPERIENCE

2007 - Present **chillMedia NORTH**, New York City, Los Angeles, Hudson Valley
Chief Marketing Officer

Independent marketing agency providing integrated solutions for a number of clients in media, music, sustainability, food, creative, entertainment, B2B, real estate, art and publishing. Services include;

- Social Media Strategy & Implementation
- Effective Branding
- Results Driven Public Relations
- Engaging Events Planning
- Innovative Promotions

Current & Past Clients include: Circle of Friends for the Dying, O+ Festival, Manchester Designer Outlets, Phoenicia Honey Co., Skrill USA, PressLess LLC, Sally Field Can Play the Transsexual, Grandesign, Listen Love Learn, Magnum PR, Namaste Sacred Healing Center, VDay Hudson Valley, pOny - People of New York, Radio Free Ruby Inc, Satellite Records/SatelliteEDM, Coney Island USA, Organic Nectars, Harold Mittleman Realty, Field Apothecary, Global Capacity, iMPR, TallGrass PR, Jeffrey Hayzlett/Running the Gauntlet, Fiber Media Group, Empty Press, ChronogramDeals, Kaptur, Econesting, Fleisher's Grass Fed & Organic Meats, Garden Café on the Green, LiftTickets.com, Windham Mountain, Winter Sun & Summer Moon, Chronogram, WDST, Radio Woodstock, Catskill Animal Sanctuary, HOUSE Magazine, NJ & Co., Muddy Cup, Bread Alone Café & Bakery, Bearsville Theater, CLUBHOUSE..., Fresh Air Fund DJs, OnionZ, MetroSound, Mountain Jam, PSMC Mgmt.

2013 **Posner Advertising**, New York, NY
PR & Social Media Enterprise Architect

Joined long standing agency that is marketing at the speed of change to take charge of community building for the agency and its clients. Responsibilities include:

- Directing Re-Brand for Posner Advertising
- New Business Development
- Project Management & Account Work
- Public Relations
- Social Media Marketing
- Branding
- Copywriting
- Email Marketing
- SEM/PPC/Digital Advertising
- Launch & Management of Internship Program

Client work includes: WeiserMazars, Mall at Bay Plaza, Capella Hotels, Indigo Hotel, Garden City Hotel, Mandl School, Radiglow

2011 – 2012 **iMiller Public Relations**, New York, National & International
Social Media Enterprise Architect

Responsible for digital marketing and social media strategy and implementation for iMPR's growing roster of telecom and technology clients

- Inbound Blog Marketing, Writing & Editing

ELISSA JANE MASTEL
MARKETING MAVEN WITH SAVVY & STYLE
917.300.8882
ELISSAJANE@GMAIL.COM

- Generating Branded Landing Pages
- Web Site Project Management
- Posts on all platforms, i.e. Facebook, Twitter, Google+, LinkedIn
- eDistribution of Press Related Materials
- Events Related Marketing
- Email Newsletter Creation & Distribution

Client roster: Global Capacity, FiberMedia Group, Cross River Fiber, WiredRE, XKL LLC, Unitas Global, Green Grid Partners, Sidera Networks, SUITS

2011 – 2012 **J. Patrick + Associates**, New Paltz + New York City, NY
Social Media Marketing Manager

Created social media marketing initiative for all of the agency's 200 job listings, while improving on overall business operations.

- Overhaul of online presence including Web Site, Email Newsletters and Other Online Branding on such as Message Boards
- Identifying and solidifying sponsorship and event marketing opportunities
- Creating Business Development relationships across our various vendors to create custom code in order to automate our listing process
- Editor of four monthly newsletters, inviting in guest writers, generating content and blog writing
- Promoted over 200 jobs on numerous social media networks
- Created and Maintained Branded Company Pages: Facebook, LinkedIn, Twitter and Google+
- Launch and Manage Marketing Internship Program

2008 - 2009 **Terrapin Restaurant & Catering**, Hudson Valley, NY
Marketing & PR Director

Took over and improved upon current branding, marketing and publicity effort. Responsibilities include;

- National Publicity Outreach
- Web Site Updates and Management
- Events Planning
- Social Media Design, Management and Implementation
- Graphic Design

Press results include: CNN, Gourmet, Bon Appetit, Travel & Leisure, New York Times, USA Today, Poughkeepsie Journal, WAMC, WDST, WKZE, Valley Table, Hudson Valley Magazine, Daily Freeman, Ulster County Press

2006 – 2007 **Chronogram/Luminary Publishing**, Kingston, NY
Marketing & Publicity Director

Principal person responsible for all aspects of marketing Luminary products; Chronogram, Chronogram Guide to Healthy Living, Chronogram Albany, Chronogram.com and ChronoVans to the consumer and B2B markets.

- Elevated Chronogram Brand to larger multi-media level, launched new advertising and marketing campaigns, taking charge in re-design of ads and sales media kit materials

ELISSA JANE MASTEL
MARKETING MAVEN WITH SAVVY & STYLE
917.300.8882
ELISSAJANE@GMAIL.COM

- Positioned key members of staff on regular weekly/monthly interviews on various local radio stations, along with other media press opportunities
- Events planner for all Chronogram events, kicked off Café Chronogram, a monthly salon style event, produced a number of B2B and Consumer events every month
- Launched ChronoVans a new distribution company for Chronogram and other publications
- Developed new B2B outreach, produced monthly Business Blast Newsletter and Quarterly B2B Networking Mixers
- Introduced publication to multiple online communities including MySpace, Facebook and many others, with attention on localized groups and like minded interests

2005 – 2006 **WDST Radio Woodstock**, Woodstock, NY
Promotions, Publicity & Marketing Director

Leading role in managing the all aspects of branding for the “Coolest Radio Station on the Planet!”

- Produced all on location remotes and events to promote WDST & its clients.
- Responsible for all press and publicity activities for the station’s concerts and activities.
- Lead Marketing Point Person for Mountain Jam, a weekend long annual music festival featuring over 20 live acts and attracting over 10,000 attendees.
- Project Manager for new online web development including Audio on Demand and Listen Now features.

2002 – 2006 **Urban Monster**, Brooklyn
Owner/CEO

Used entrepreneurial skill set to launch retail and e-commerce business focusing on hip parents looking for an alternative to pink and blue.

- *Inspired by rock ‘n roll music*: Voted “Best Baby Tee Shirt” by the Village Voice
- Branded company, sourced product, produced all marketing materials and web site, produced events, facilitated successful press and guerilla marketing that has been recognized by print, radio and television
- Utilized business presence to help others in the community through a number of charitable drives for homeless shelters in our area, Room to Grow (roomtogrow.org) and LYFE Center
- Hosted free new parent support groups and produced live kids rock concerts

2001 - 2002 **EjMpr**, Brooklyn
Owner/CEO

Utilized extensive database and contacts to create a small firm with personal flair and passion, built to serve consumer and B2B arenas.

- Produced Digital DUMBO (www.digitaldumbo.com) and Digital DUMBO '02, a three day festival celebrating digital arts and culture which attracted thousands of people to the DUMBO neighborhood
- Co-founded and lead the marketing of the NY Metropolis Music Fest (fest.nymetropolis.com) in over 20 venues across Brooklyn, with over 150 musical acts

ELISSA JANE MASTEL
MARKETING MAVEN WITH SAVVY & STYLE
917.300.8882
ELISSAJANE@GMAIL.COM

Client list: Canal Jean Company; Four Eyes Productions; InsidersNY; Superfine; Philadelphia Citypaper; NY Metropolis; and M3 Projects

□
2000 – 2001 **Green Galactic**, New York City
Vice President

Responsible for opening Los Angeles based GG office in New York, City, and managing it's day-to-day operations.

- Lead publicity and promotions for the launch of Downtown Brooklyn Connected, a Digital NYC, New York Economic Development Corp., and Brooklyn Chamber of Commerce efforts
- Thought leader in creating DUMBO community oriented events, including Bio*Tech, an exhibit inspired by technology and the human element on display during DUMBO Art Under the Bridge Festival
- Marketed and publicized converge@tribeca which later became the Tribeca Film Festival (and produced final night blow out event), a two day conference hosted by Robert De Niro and Jane Rosenthal of the Tribeca Film Center

Client list included: Loeb & Loeb, LLP; Tribeca Film Center; Infinite Mobility; Downtown Brooklyn Connected; Brooklyn Chamber of Commerce; Rock N' Road Rally; Stuck on Earth, Evolution Box, and Earthdance

1998 – 2005 **M3 Projects/Mastel + Mastel Gallery**, Brooklyn
Executive Director/Co-Founder

Co-founded art gallery and non-profit arts organization

- *Forwarded the movement:* Brooklyn "on the verge" artists
- Produced over 60 art shows and events in the space
- Collaborated on numerous projects in other locations throughout New York City
- Founded Digital Dumbo, a three day annual arts festival dedicated to art inspired by technology

1999 – 2000 **PR21**, New York City
Senior Account Supervisor

Strategized and implemented delivery of campaigns for B2B and consumer clients.

Transcended the traditional: Communicated with new media public relations model for corporations.

- Positioned brands in online platforms by utilized strategic capabilities to manage campaigns that strengthened the position of dot.com, technology, software, e-commerce, and other web business clients
- Bolstered client relationships with top tier media contacts

EDUCATION

Boston University, BS Degree, Broadcast & Communications
Bard College, Masters, Writing Arts