**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

□ 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

□ 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

*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