



Marianne Pfeifer has a driven curiosity with all things digital. She has spent 15 years working within the media industry, in both traditional and online venues. Her expertise with mobile devices, entertainment, and brand advertising give a unique perspective on how we communicate, entertain ourselves, and create communities within the social network markets. Since 2003 she has worked with start-up companies and assisted them with the framework and a roadmap for this emerging market. Her scope of expertise is expansive. She has developed brand management programs and corporate communications compliance, interactive media event/social network audience programs, content development and acquisition, and advertising / promotional campaign development. Her comprehensive career lead her to advance roll out plans for startup and media department operations, create brand equity extensions and polices for global markets, creative management, and financial reporting. She is a graduate from San Jose State University where she received a bachelors of science from the School of Journalism and Mass Communications and Fine Arts major.

MEDIA EXPERTISE

<i>Social Network Practice</i> <u>Facebook</u> <u>Twitter</u> <u>Linkedin</u>	<i>Consumer Market Research</i> <i>Media Planning</i> <i>Web and Search Optimization</i> <i>Mobile Media Tech Best Practice</i>	<i>Journalist and Blog Editor</i> <i>Wordpress Producer</i> <i>Public Relations</i> <i>Event Planning</i>
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Consultant specializing in market strategy and partnership development: Network at board level, VC, and C -Level • Strong communication and presentation skills • Vested success to both clients and internal stakeholders • Solid knowledge of budgeting and account management relating to all facets of profit and loss statements • Analytical skills and consumer behavioral marketing.

Demonstrate the ability to collaborate and encourage teams to meet scope of work. Facilitate guidelines between people with different expertise. **Earlier professional experiences include 10 years as a Senior Traditional Media Executive who was responsible for the creative development management for television, radio, and publication companies.** Extensive and in-depth production techniques combined with media planning skills for client’s advertising and promotional needs.

CORE COMPETENCY

- Account Management – Managed productions pods and account teams (direct reporting 5-10) to 110 developers and third party vendors*
- Strategy and market roll out plans for domestic and global incentives*
- Mobile Media Campaigns, Viral and Game Market Expertise, In-Game Advertising Strategy*
- Traditional Media and Direct Campaign Development, Entertainment and Broadcast Production*
- Brand Identity, Designer, and User Generated Engagement*
- Developers’ Relations*

AGENCY EXPERIENCE

Grey Group, G2 – Grey Digital and Direct, Amobee Media Systems, SY/partners, Smart Design Worldwide, Truebrand, Wieden + Kennedy, Katz Media Corporation (in partnership with JWT, Goodby, Silverstein & Partners, Ketchum, and McCann-Erickson)

BRANDS

Adobe, Inc. Adobe Digital Products, Coca Cola, Unilever, Delta (Skymiles Division), Krispy Kremes, Marc Ekco, BK Holdings, Nike, Chevrolet, NBC Universal, Facebook, NBA, Take 2 Interactive, Rockstar Games, Vodafone, Virgin Mobile, Nokia, Sprint, T-Mobile, AT&T, OXO Good Grip Products, Clorox, SanDisk, HP, Electronic Arts - Sims Pet Project, Visa International, Safeway, Jelly Belly, Baskin & Robbin, Bank of America, Chilean Winter Fruit, Kaiser Permanente, California State Lottery, Blue Diamond Almonds, Taco Bell

INDUSTRIES

Computer Software & Hardware, CPG, Travel, Entertainment, Interactive Gaming, Telecommunications, Healthcare, Banking & Finance

COMMUNICATION EXPERIENCE

Hired as an independent journalist and having editorial control for writing articles within the gadget and technology section for San Francisco section.

CHRONOLOGICAL RESUME ON [LINKEDIN](#)

REFERENCES

Yolanda Shoshana (Shoshi)- *Center of Female Empowerment, LLC*

Roger Nelson – *Founder, Disruptive Technologies Motionwerx*

Marianne Pfeifer

Media Entourage

Email for rate and [Appointment request](#)

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