

## MICHELLE

Street Address • City, State, Zip Code  
Phone Number • Email Address

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### MARKETING EXECUTIVE/CONSULTANT: Entertainment, Partnerships

Seasoned Marketing Specialist and Director with 18+ years of experience fueling revenues and market visibility by spearheading marketing/relationship building efforts in music, film, home entertainment, publishing, and digital media platforms.

- Impact the visibility, profitability, and performance of entertainment products through expert orchestration of strategic marketing and partnership development efforts targeting diverse audiences.
- Equipped with a strong portfolio of successes contributing to the profitability and success of renowned artists.
- Build top performing teams and provide staff with the leadership, resources, and motivation to achieve goals.
- Implement advanced analytical and problem-solving skills to identify and effectively address business, operational, and relationship/partnership issues.

Strategic Marketing • Brand Growth • Relationship Building • Team Building/Management • Negotiations  
Offline/Online Marketing • Events Management • Consumer/Trade Marketing Strategies • Programming Development  
Promotions • Digital, TV, Print Marketing • Research • Budgeting • Advertising • Consumer Marketing Campaigns

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### PROFESSIONAL EXPERIENCE

**Marketing Consultant, Various Companies • 2006-Present, 2001-2002**

**Director-Music Industry Relations, AOL Music • 2002-2006**

**Director of Marketing, SPACE.COM • 2000**

**Senior Director of Marketing, BMG-Video/BMG-Independents • 1995-1999**

**Product Manager, WarnerVision Entertainment • 1993-1995**

**Manager of Premium Sales/Special Markets Sales Associate, HarperCollins Publishers • 1989-1993**

*Marketing Consulting Projects (2006-Present, 2001-2002):*

#### **EQUITY MUSIC GROUP, THIRTY TIGERS (2007-Present)**

Chosen to direct digital marketing efforts for independent record labels in Nashville, Tennessee. Artists included Grammy-nominated Little Big Town.

- Elevated the performance of individual labels through innovative creation and launch of digital marketing plans.
- Expanded business capabilities of assigned labels through establishment and cultivation of new partnerships.

#### **UNIVERSAL STUDIOS HOME VIDEO (2002)**

Contracted to support profitable marketing of children's video programming.

- Collaborated with marketing team in the strategic development and launch of highly effective publicity and promotional campaigns.

#### **GOODTIMES ENTERTAINMENT (2001)**

Coordinated generation of marketing plan and budget focused on the launch of a new line of faith-based films/programming targeting video trade and consumers.

- Enhanced marketing efforts through skillful building of top performing team.
- Optimized productivity and operational quality by partnering with operations/production groups for the establishment of new marketing policies/procedures.

#### **BMG ENTERTAINMENT (1999)**

Played an instrumental role in the launch of DVD Music Video releases into the retail marketplace by functioning as key liaison with sales/marketing executives from all of BMG's record labels.

- Contributed to successful DVD releases with renowned artists, including Christina Aguilera, Dave Mathews, Sarah McLachlan, \*NSYNC, Santana, and Britney Spears.

#### **NEW VIDEO GROUP (1999)**

Functioned as Interim Vice President of Marketing focused on directing operations in the marketing department encompassing art and production initiatives.

- Spearheaded successful development and launch of 25+ video/DVD releases, including A&E's *Monty Python's Flying Circus* and *The Avengers*.

*Senior Marketing Management Roles:*

**AOL MUSIC, New York, New York • 2002-2006**

**Director—Music Industry Relations:** Drove development/negotiation of exclusive artist agreements encompassing marketing commitments, content, programming, and revenue streams. Established and cultivated key relationships with Nashville record label executives, managers, agents, and artists. Acted as key liaison between the music group and AOL marketing departments. Supported live concert events streamed on AOL by working collaboratively with label, management, and producer/programmers throughout planning (advertising, promotions, logistics, and VIP servicing).

- Impacted worldwide performance of assigned products through negotiation and execution of elite artist deals with superstars such as Britney Spears, Aerosmith, and Tim McGraw/Faith Hill.
- Pioneered attainment of exclusive content from the Top 10 highest grossing artists, establishing AOL as the single online outlet to secure participation from the above.
- Boosted brand awareness for new artists through strategic programming development, including content distribution to media partners among others.
- Contributed to the successful marketing of music/artists to consumers including the creation of offline marketing venues for label/artist partners.
- Ensured superior exposure, attendance, and visibility of AOL events by facilitating orchestration of advertising/promotions.
- Successfully managed key partnerships with industry giants such as Chevy/Coke Music; media entities such as CBS Radio and Fox Television; and commerce businesses such as iTunes and Napster.

**SPACE.COM, New York, New York • 2000**

**Director of Marketing:** Primary leadership force of brand and online marketing operations encompassing advertising, research, and promotional efforts. Coordinated 2 managers as well as agencies/vendors charged with development and implementation of TV, print, and online marketing with an annual budget totaling over \$13M.

- Forged key partnerships with Smithsonian National Air and Space Museum, Space Camp, and Celestron Telescopes.
- Contributed to the profitable negotiation of barter agreement with NBC.
- Elevated website visitor experience by delivering significant enhancements through research and identification of user needs/behavior patterns.
- Collaborated in the successful launch of *SPACE.com Illustrated* magazine.

**BMG VIDEO/BMG INDEPENDENTS, New York, New York • 1995-1999**

**Senior Director of Marketing:** Played a pivotal role in the successful release of 80-100 titles annually by leading consumer research as well as strategic planning, development, and launch of marketing plans. Orchestrated marketing operations focused on brand development for home video releases (feature, TV program, exercise, children, and special interest videos); grew customer base of existing brands through extensions, optimizing shelf presence and capturing new customers. Facilitated theatrical film and DVD releases. Controlled \$10M marketing/sales budgets as well as P&L.

- Fueled revenue growth by 150% in the first year by leading the successful retail launch of Discovery Channel Video from a catalog of 300+ programs.
- Championed creation and implementation of retail launch plan that contributed to *The Firm* Exercise Video Series achieving #1 fitness series ranking in 6 months, selling over 3 million videos. Additional highlights included BMG Video achieving *Billboard Magazine's Leading Fitness Supplier* honors from 1996-1998.
- Cultivated partnership with Time-Life Video on behalf of *The Firm* encompassing TV and print agreements. Boosted video series SKUs from 12 to 30 to stimulate revenue generation and penetrate underdeveloped segments.
- Catapulted the overall quality and effectiveness of marketing campaigns by establishing and nurturing relations with cross-promotional partners such as Gund Toys and I Can't Believe It's Not Butter.
- Optimized the performance of Reebok video brand through expert repackaging and re-launch following extensive consumer research and marketing planning.
- Spearheaded marketing and related budgeting operations for theatrical releases of independent films such as *Clockwatchers*, *Drunks*, and *Heidi Fleiss: Hollywood Madam*.

**Career Note:** Additional positions include Product Manager at WarnerVision Entertainment (1993-1995) and Manager of Premium Sales/Special Markets Sales Association at HaperCollins Publishers (1989-1993). Details on request.

**EDUCATION/AFFILIATIONS**

**Bachelor of Arts in American Studies**, Brandeis University, Waltham, Massachusetts

National Academy of Recording Arts and Sciences (NARAS) • Film Society of Lincoln Center  
Country Music Association • Academy of Country Music • Leadership Music