

**MICHELLE**  
**Street, Apt #**  
**City, State Zip Code**

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**Email Address**

**Phone Number**

**Summary and Skills:**

Strategic and creative marketing executive with experience in music, film, home entertainment, publishing and digital media. Key skills include:

- Strategic Marketing
- Brand Growth
- Relationship Building
- Leadership & Team Development

**Professional Experience:**

**AOL MUSIC, New York, NY**

**2002 –2006**

**Director, Music Industry Relations**

- **Artist Deals:** Managed negotiation and execution of exclusive artist agreements with worldwide superstar artists, including Britney Spears, Aerosmith and Tim McGraw & Faith Hill. Major deal points included marketing commitments, exclusive content and programming, and revenue streams.
- **Industry Relations & Music Programming:** Forged relationships with all Nashville record labels, managers, agents, and artists. Was the only online outlet to secure exclusive content from the Top 10 highest grossing artists. Developed original programming to grow brand awareness for up and coming artists; extended this content to media partners and other platforms.
- **Marketing:** Key liaison from Music group to all marketing departments across AOL. Directed use of music/artist assets in AOL consumer marketing campaigns, and created offline marketing opportunities for label and artist partners.
- **Live Events:** Organized with label, management and in-house producer and programmers for live concert events streamed on AOL. Included event advertising and promotions, event logistics, and VIP experiences. Leveraged advertising and promotional opportunities within AOL for event visibility, attendance and tune-in.
- **Cross Promotions:** Managed partnerships with advertisers/sponsors, including Chevy and Coke Music, as well as media partners including CBS Radio and Fox Television, and commerce partners including iTunes, and Napster.

**MARKETING CONSULTANT, New York, NY**

**2001 –2002; 2006 - Present**

**Clients: Equity Music Group, Thirty Tigers**

- Digital marketing for indie record labels in Nashville, TN. Develop and execute digital marketing plans, establish new partnerships on behalf of labels. Artists include Grammy-nominated band Little Big Town.

**Client: Universal Studios Home Video**

- Partnered with marketing team to create and execute publicity and promotional plans for children's video programming.

**Client: GoodTimes Entertainment**

- Created marketing plan and budget to launch new line of Christian/faith-based films and programming to both video trade and consumers.
- Participated in hiring new marketing team; Created and implemented marketing policies and procedures with operations and production groups to increase efficiency of workflow.

**Client: BMG Entertainment**

- Liaised with sales and marketing executives at all BMG record labels to launch DVD Music Video releases into retail marketplace. Artists included *Christina Aguilera, Dave Matthews, Sarah McLachlan, \*NSYNC, Santana, and Britney Spears.*

**Client: New Video Group**

- Managed marketing department as Interim VP of Marketing, including art and production. Oversaw development and launch of over 25 video and DVD releases, including A&E's *Monty Python's Flying Circus* and *The Avengers.*

**SPACE.COM, New York, NY****2000****Director of Marketing**

Management of brand and online marketing activities, including advertising, research and promotions. Supervised two managers.

- Managed and directed agencies and vendors to create and place advertising including TV, print and online (annual budget of \$13 million). Selected and hired new agency of record for all activities. Participated in negotiations of barter agreement with NBC.
- Developed and maintained relationships with strategic partners, including *Smithsonian National Air and Space Museum*, *Space Camp* and *Celestron Telescopes* to create online and offline partnerships.
- Conducted focus groups, online research and usability tests to track profiles of site visitors and develop and direct site enhancements.
- Participated in development and launch of *SPACE.com Illustrated* magazine.

**BMG VIDEO/BMG INDEPENDENTS, New York, NY****1995 - 1999****Senior Director of Marketing**

Management of marketing activities to build brand identity for home video releases in all genres: feature films, television programs, exercise, children's and special interest. Contributed to other key areas of the business including theatrical film releases and DVD. Supervised two managers, one assistant.

- Designed marketing plans for 80-100 titles per year and managed their execution.
- Developed and managed \$10 million marketing and sales budgets with full P&L responsibility.
- Conceived, developed and executed retail launch of *The Firm Exercise Video Series*. Brand became the #1 fitness series within 6 months and sold 3+ million videos. Billboard Magazine named BMG Video *Leading Fitness Supplier* 1996 – 1998.
- Managed TV and print direct marketing partnership with Time-Life Video on behalf of *The Firm*.
- Developed and maintained relationships with cross-promotional partners, including *Gund Toys* and *I Can't Believe It's Not Butter* to expand reach and value of marketing campaigns.
- Oversaw development and evaluation of market research projects to hone marketing strategies and test new product concepts. Successfully repackaged and relaunched the *Reebok* video brand.
- Advised and directed marketing campaigns and budgets for theatrical releases of independent films, including *Clockwatchers*, *Drunks*, and *Heidi Fleiss: Hollywood Madam*.
- Developed line extensions of existing brands to increase presence on retail shelf and generate new customers. Increased SKU's of *The Firm Exercise Video Series* from 12 to 30 to penetrate underdeveloped segments.
- Managed development and retail launch of *Discovery Channel Video* from catalog of 300+ programs. Increased revenue by 150% in first year.

**WARNERVISION ENTERTAINMENT, New York, NY****1993 - 1995****Product Manager,**

- Managed entire category of fitness video and directed category marketing. Brands included *Jane Fonda*, *Kathy Smith*, *Gin Miller*, *Reebok*, *Nike* and *Shape Magazine*.
- Launched Jane Fonda's *Yoga* in 1994 as first mainstream yoga title in fitness video market. Sold 100,000+ videos upon release; achieved unprecedented sales for exercise video category.
- Developed consumer and trade marketing strategies, budgets and creative for 20-30 fitness video titles per year, including advertising, public relations and promotions.

**HARPERCOLLINS PUBLISHERS, New York, NY****1989-1993****Manager of Premium Sales, 1990 - 1993****Special Markets Sales Associate, 1989 - 1990**

- Created and grew Premium Sales division within Special Markets group. Generated \$3+ million in revenue for division.
- Managed key accounts, prospected for new business, and hired and managed commissioned rep groups.
- Produced three customized books for *Mott's Apple Sauce*, *Saab*, and *Thomasville Furniture*.

**Education:****BRANDEIS UNIVERSITY, Waltham, MA**

- B.A., American Studies, 1989

**Memberships:**

- Leadership Music, Nashville, TN; Class of 2006
- Country Music Association, Academy of Country Music, and NARAS; 2004 – Present
- Film Society of Lincoln Center, New York, NY; 1998 – Present