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## Experience:

August '07 - Present

*Freelance Copywriter/Marketing Consultant*

### **iVillage:**

- Created PowerPoint presentation for iMedia conference as well as General sales presentation

### **Nick at Nite:**

- Wrote 2009 Nick at Nite ad sales presentation
- Created custom on-air vignette concepts for potential advertisers as well as created concepts based on existing Nick at Nite franchise spots

### **Nickelodeon:**

- NYWIFT Muse Award for Outstanding Vision and Achievement - Wrote voice over copy, talent scripts and created overall concept for Nickelodeon's President, Cyma Zarghami's, tribute video
- Managed creation of all 2008 Upfront proposals, coordinated materials for the creation of the Nickelodeon and Nick at Nite Agency presentations, created strategic sponsorship packages and managed/maintained sponsorship calendars

**COZM** – Created name, tag line, mission statement and investor presentation for start-up social networking application

**Carol Stream Park District** – Wrote entire program descriptions for 2009 Adult and Youth class catalogs

**Direct Marketing Educational Foundation** – Created and edited content for entire website re-launch – [www.directworks.org](http://www.directworks.org)

**Mira Comunique** – Wrote sell sheet, brochure and marketing materials for video conferencing company

**EMRG Media** – Wrote sell sheets, sponsorship proposals and sales letters for NYC Event company

**Relevant Digital and Paradigm 5** – Wrote all website content for these two technology and business networking companies

**National Geographic Entertainment** – Wrote and edited sell sheets and presentations for sponsorship opportunities

**Barnes and Noble** – Created overview statement and marketing materials for their College Network Marketing division. Also created client case studies for Dell and Avon's mark brand cosmetic.

November '07 – Present

### **Baby Fish Mouth, L.L.C.**

*President, Co-Founder*

- Created and co-founded infant and toddler t-shirt company
- Responsible for all aspects of business: creation of shirts, packaging, design, marketing, PR, site content, social networking, etc.
- Brand has received exposure in Redbook, Chicago Baby and Earnshaw's Magazines, Femal Creations catalog, The Big Idea with Donny Deutsch, Daytime syndicated talk show, Parent's Magazine's Goodyblog, iVillage's Entertainment Holiday Gift Guide, Celebrity Baby Blog, Mommies with Style, About.com, lil sugar and dozens more websites and blogs.

January '07 – August '07

### **ABC Family, New York**

*Director, Sales Development*

- Responsible for the writing and creation of all strategic marketing materials for the ABC Family television network – trade advertising, direct mail, presentation scripts, client outreach, program descriptions, etc.
- Managed all trade advertising copy and client outreach including print, digital, out-of-home and guerilla marketing
  - 'Meet the Millennials' Special Section in Advertising Age

- Managed all client events including Upfront Presentations and large-scale entertainment functions
  - Managed and organized over 100 Upfront presentations to 1500+ people in 30 cities across the country
- Oversaw the design and execution of premiums for clients
- Oversaw Marketing Manager and Coordinator
- Handled multi-million dollar budget

December '02 – January '07

**Discovery Networks, New York**

*Project Manager/Copywriter, Ad Sales Marketing*

- Responsible for writing/editing copy and managing the development of creative collateral and premiums for all Ad Sales initiatives relating to the 13 Discovery Networks
- Managed/edited scripts for upfront and other key Ad Sales presentations
  - Planned and executed large-scale Upfront Presentation Road Show for all 13 networks in 6 cities reaching over 2000 clients
- Wrote/edited upfront Media Kit copy, trade ads, programming descriptions, Ad Sales business to business website, invitations for Ad Sales client incentive trips and events and Ad Sales direct mail projects
  - Wrote monthly e-newsletters from the President of Ad Sales and quarterly e-newsletters featuring sponsorship opportunities for the 13 networks
- Directly managed Project Coordinator

January '00 – December '02

**Oxygen Media, New York**

*Manager, Ad Sales Marketing/Promotions*

- Responsible for creating and writing all merchandising proposals for potential and current advertisers
- Create, wrote and edited copy for printed sales materials including: one-sheets, brochures and direct mail
- Responsible for added-value fulfillment such as product placement, contests/sweepstakes, management and on-air integration
  - Handled all elements of India Arie Custom Concert and sweepstakes
- Managed the constant updating of the Oxygen media kit with copy and images of new programming, Web sites, special, promotions and research
- Project managed creation of sales tapes, sales presentations, print collateral and multi-media

July '99 - December '99

**Gruner + Jahr, USA Publishing, New York**

*Promotion Manager, YM Magazine*

- Wrote and created merchandising programs for advertisers
- Created and proofread all in-book promotional copy
- Produced and planned advertiser events, such as parties, festivals and concerts
- YM/Maybelline Rising Star Concert, Los Angeles
  - Planned and executed all aspects of live concert event, including VIP party, invitations, passes, ticketing, staging, signage and design

March '97 - July '99

**ABC Television, New York**

*Coordinator - Marketing & On-Air Promotions, Daytime*

- Assisted the Director of Marketing and the Creative Director in execution of all marketing, advertising and promotional activity for the daypart
- Created and executed cross promotions in conjunction with the Director of Marketing
- Implemented many elements of ABC's largest fan event - Super Soap Weekend
  - Executed in-park signage, promotions and merchandising, developed e-mail site, acted as liaison for event partner Disney and arranged talent travel

**Education:**

**Washington University, St. Louis, MO - B.F.A. 1994**

Major: Advertising Design/Graphic Communications

Minor: English Literature

**Computer Skills:**

- Familiar with both IBM and Macintosh computers including: Microsoft Word, Microsoft Excel, Microsoft Powerpoint, QuarkXpress, Adobe Photoshop, Internet
- Proficient in social networking and blogging