
SUMMARY

Experienced and innovative sales leader skilled in establishing and strengthening business relationships by increasing clients' revenue streams via print, digital, and event marketing solutions in a consultative manner to create long-term loyalty. Proven track record across business categories including retail, restaurant, hospitality, fashion, luxury products, fine arts, travel, charities, education, and government. Demonstrated history of success that draws on valuable experience from both the sales side and client side with design and production expertise as well. Passionate, persistent, results-oriented, and eager to contribute.

CAREER PROFILE & HIGHLIGHTS

- Combine deep understanding of the regional media marketplace with ability to design unique marketing opportunities to maximize advertising sales potential and consistently exceed revenue goals.
- Draw on ad-buying and planning experience to prospect, develop leads, and build rapport with advertisers; earned reputation as an innovative thinker, and reliable and strategic thought partner to clients.
- Brand management encompasses developing PR and marketing strategies in consultation with management and sales strategies; creating all campaigns for advertising and media; and consulting new talent acquisitions.
- Experience working on and alongside sales managers, marketing teams, freelance professionals.
- Produce, create, design, and photograph fashion, travel and lifestyle editorial and stories.
- Successfully built out new paid (sponsored) content and video division and created new digital ad revenue streams through two lifestyle products (Peninsula Seen, Peninsula Style) and sponsorship partnerships for local organizations (The Peninsula Museum of Art, Museum Studios, and The Peninsula Ballet).
- Redesigned national men's magazine (Genre Magazine): decided editorial content direction and successfully helped execute the eventual sale of the publication.
- Served as Creative Director for Instinct Magazine; designed publication and consulted on editorial, art, marketing ad sales.

Best Alternative Publication

Instinct Magazine
Maggie Awards, 2003

Best Alternative Publication

Instinct Magazine
Maggie Awards, 2002

Most Improved Magazine

Genre Magazine
Maggie Awards, 2002

EXPERIENCE

San Mateo Daily Journal , Special Projects 2017-Present	Genre Magazine , Creative Director 2001-2002
Agave Denim , Marketing Director 2014-2016	Life Style Magazine , Special Projects 1996-1998
Desert Sun Magazine ,	Gentry Magazine , Fashion Director 1995-1996
Contrib. Editor/Producer 2005-2008	City Magazine , Special Projects 1993-1995
Palm Springs Life , Contrib. Fashion Editor 2004-2005	San Francisco Examiner , Contributing Fashion
Instinct Magazine , Creative Director 2002-2004	Producer and Photographer 1991-1993

CONSULTING

M██████ D██████ Creative , Principal	1997-Present
M██████ D██████ Photography , Principal	1993-Present
Independent Consulting (Marketing, Media, Advertising)	1999-2001

Select clients include: 525America, ABC/Disney, Axis, Bullock & Jone, Byer California, City Az, Coastaoro, Cupixel, Dollhouse, Elliott Lauren, Gene Juarez Salons, Golden Bear Sportswear, Guy Laroche, Hart Marx, International Jock, Jack Victor Montreal, Karen Neuburger, Los Angeles Sporting Club, Moda Magazine, Mondo Di Marco, Perry Ellis, Soma Magazine, Surface Magazine Raffi, Tricots St Raphael, Vicarious By Nature, Walden Venture Capital, YMLA, Yoga Force.