

At the Intersection of Classic PR, MarCom & Corporate Communications meets  
Compelling, Interactive, Brand-Building Social Media...



# Mary Ann McQueen Butcher

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## *About:*

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An award-winning public relations and entertainment marketing leader, with *Fortune 100* expertise at creating and executing high-impact, integrated communications programs that synergizes traditional and social media strategies for the ultimate success of the client, campaign or initiative. I am a skilled and savvy media spokesperson with extensive experience in corporate and crisis communications, social media and executive counsel in the entertainment, consumer packaged goods, hospitality and retail industries.

## *Areas of Expertise:*

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- Public Relations
- Corporate Communications
- Entertainment Marketing
- Brand Strategist
- Integrated/Relationship Marketing
- Digital Marketing
- Quantitative/Qualitative Market Analytics
- Business Development
- Account Management
- Budgeting/Financial Management
- Product Launches
- Media Relations
- Junkets/Premieres/Red Carpets
- Event Management
- Social Media Strategy
- Email / Article Copywriting

## *Professional Experience:*

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### **Executive Marketing & Publicity Consultant**

2007 – Present

*Authentic-PR / Red Carpet Marketing / Reality TV Depot, Los Angeles, CA*

Brought Fortune 500 expertise to market client programs, products and services for this marketing & public relations firm. Direct and manage all aspects of the Public Relations Department including editorial, and celebrity outreach. Active collaboration with agents, publicists, managers and talent to garner editorial coverage for clients and associated product lines and services.

### **Director of Marketing and Public Relations, Entertainment, Hospitality & On Premise Group**

2004 – 2007

*Pepsi, Inc., Purchase, NY / Las Vegas, NV / Los Angeles, CA*

Responsible for relationship marketing plans and efforts for the largest national Pepsi brands and Frito Lay food service accounts including Marriott, Ritz-Carlton, Staples Center, MLB & NFL stadiums & many more. Orchestrated multiple product launches for the various product lines including Pepsi, SoBe, Lipton, Dole, Tropicana, Aquafina and Starbucks family of brands. Awarded Pepsi's coveted **Role Model Award** for performance excellence.

### **Associate Director, Corporate Communications/PR**

1995 – 2004

*The Walt Disney Company / ABC Television Network, Los Angeles, CA / New York, NY*

Collaborated & partnered with talent, producers, advertisers, sponsors & vendors to create and execute special events, promotional campaigns and sweepstakes in support of the sales and marketing efforts of ABC-TV. Managed upfront events, fall season parties, authored speeches & presentation materials, & handled all food & beverage and premiums with project budgets in excess of \$1M.

***Education and Affiliations:***

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**Master of Business Administration – International Business – Emphasis on Marketing**  
*New York University, Stern School of Business*

**Bachelor of Arts – Broadcast Journalism – Magna Cum Laude**  
*New York University*

*Member:* American Marketing Association; Public Relations Society of America; Women's Business Enterprise National Council; eWomenNetwork.com

*Volunteer:* Good Shepherd Center for Women & Children and Gay Men's Health Crisis

***Partial Client / Project List – Past & Present:***

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***Big Brands:***

Del Monte • Clorox • Intel • Cisco Systems • Linksys • Pepsi • Aquafina • Gatorade • Frito-Lay • Pellegrino • Red Bull • AMP Energy • Lipton • Starbucks • Coca Cola • & many more

***Reality Television:***

Fear Factor • Hell's Kitchen • America's Got Talent • The Real Housewives of Orange County • American Idol • Dance Moms • Chicagolicious • Swamp People • Cake Boss • Shark Tank • Dancing with the Stars • The Real Housewives of Vancouver • Beverly Hills Nannies

***Events:***

The Oscars • The Emmy Awards • The Golden Globes • The Daytime Emmys • Director's Guild Awards • Microsoft Partner Summit

***Entertainment:***

Billy Joel • Brooke Shields • Diane Keaton • Dustin Hoffman • Henry Winkler • Liza Minnelli • Raquel Welch • Roseanne • Rosie O'Donnell • Tim Allen • Tony Bennett • Whoopi Goldberg • Al Pacino • Blake Shelton • Debbie Allen • Gunnar Nelson • Jane Alexander • Joe Perry • Judith Light • Kelsey Grammar • Kenny Rogers • Mark Hudson • Mary Tyler Moore • Matthew Nelson • Robin Leach • Scott Baio • Steven Tyler • Susan Lucci • Ann-Margaret • Billy Crystal • Cher • Ed Asner • Florence Henderson • Gene Hackman • Goldie Hawn • James Earl Jones • Jane Fonda • Melissa Gilbert • Michael Caine • Pierce Brosnan • The Black Crowes • Tony Danza • The Olson Twins • The Pointer Sisters • Valerie Bertinelli • William Shatner • David Hasselhoff • Ali McGraw • Bernadette Peters • Billy Dee Williams • Christopher Walken • Dick Van Dyke • Donny Osmond • Heather Locklear • Jim Nabors • Joe Namath • Lorenzo Lamas • Michael J. Fox • Patti LaBelle • Richard Dreyfuss • Robert Klein • Sarah Ferguson • Ali Fedotowsky • Aubrey O'Day • Black Eyed Peas • Blake Shelton • Brad Paisley • Bret Michaels • Brody Jenner • Carrie Underwood • Cee Lo Green • Kristen Stewart • David Arquette • Drake • Eva Longoria • Gregory Michaels • Holly Madison • Jamie Chung • Jeff Bridges • Jeff Dunham • Jenni "JWoww" Farley • Johnny Depp • Katy Perry • Keith Urban • Kendra Wilkinson • The Kardashians • Lady Antebellum • Lee Ann Womack • Matthew Morrison • Mike "The Situation" Sorrentino • Mike McCready • Miranda Lambert • Nicki Minaj • Pitbull • Rascal Flatts • Rihanna • Robbie Jones • Roberto Martinez • Russell Brand • Samantha Ronson • Nichole "Snooki" Polizzi • Snoop Dogg • Sugarland • Taio Cruz • Taylor Swift • The Band Perry • Toby Keith

***Las Vegas Entertainment:***

The Producers • Stomp Out Loud • Beacher's Madhouse • Tony N Tina's Wedding • We Will Rock You • Mamma Mia! • Toni Braxton at The Flamingo • Elton John – The Red Piano at Caesars • Cirque du Soleil • Donnie & Marie