

Executive Producer | Music | Sales | Marketing | Events Specialist

Creative Services

Produced and supervised AA, Hispanic, and General Market advertising for global products i.e. AT&T, Gatorade, Pepsi TV; Burger King; Ford Lincoln-Mercury; Zima; Mountain Dew; Mercedes-Benz
Led creative, sales, and intern teams of 10 or more: Soundtrack, Sound On Sound, Marathon NYC
Produced brand-defining advertising in the telecommunications, sports drink, fast food, breakfast cereal, and luxury automotive categories.

Produced and composed "Smart Guy" sitcom main title theme song, acted as on-stage musical director

Produced, composed, and performed main title song for Disney Channel original movies

Marketing plans, research, proposal writing, listing presentations

Logo, collateral, brochure, and branding development

New sales associate orientation and sales protocol manual writing

Created and ran popular Monday morning listing/sales/marketing briefings

Real Estate Sales Professional

2010-2011 unit sales of \$6.6MM Coldwell Banker WestportAtBelmar Luxury Townhomes \$490K

2007 unit sales of \$17MM Diversified Properties \$1.5MM-\$300K

NJ Real Estate License

NYC, Weehawken, Jersey City, Basking Ridge, Alpine Luxury Markets

Marketing and Events Specialist

Generated \$150K monthly marketing consulting fees in 2008-2009 Corcoran | DEWC

Produced International RE Trade Shows for Carlyle: Sao Paulo, Munich, Cannes Corcoran

Created "+1 Special Events: BELLWETHER NYC"

Cirque de Soleil Grand Opening Event NC, Soho Condo *Cinema Paradiso* building projection,

Vespa NYC Cafe Tour Promotion Event

Advertising and Graphic Design

In-house Advertising and Marketing Department

Layouts, copywriting, graphic design, photography

Insertions for NYTimes Sunday Magazine, Real Deal, Niche Media

Professional Experience

- CINIUM Financial Services Corp. - Creative and Branding Consultant 2011
- Westport At Belmar - Director of Sales and Marketing 2011
- Prudential Douglas Elliman - Director of Marketing International RE Division NYC, NY 2007-2008
- Corcoran Group NYC - Director of Marketing International RE Division, NYC, NY 2006-2007
- The Walt Disney Company - On-site Music Director-Composer LA, CA 1996-2001
- Uniworld Group, Inc. - Advertising Agency Producer NYC, NY 1997-2004

Technical Skills

Music programming software

Graphic design software

Photoshop expert level

Digital photography

Videographer

Microsoft Office Suite

Word, Excel