

VALERIE PAPPAS LLAURO

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A uniquely experienced veteran in both Film Marketing and Production Resources for over 17 years. A long-time studio executive with extensive first-hand knowledge of Film Production and the necessity of off-setting production cost, as well as the value of Film Promotion to aid in the film's release. The transition from Studio Executive to owner of Cine Consulting is the next chapter in my career which allows the opportunity to continue with Film Product integration, as well as work on passion projects including rewarding charitable Opportunities.

PROFESSIONAL EXPERIENCE:

CINECONSULTING – Woodland Hills, California

SONY PICTURES CONSUMER MARKETING CONSULTANT - November – January 2015

- Consultant for features "Hotel Transylvania 2" & "Goosebumps"

PRODUCT PLACEMENT CONSULTANT – August – November 2014

- The Janus Project – Feature,

Co-Chairman – May 2013 & May 2014

- UCLA Center For Duchenne Muscular Dystrophy "Dealing for Duchenne Event" – Sony Studios

ART CENTER COLLEGE OF DESIGN – Pasadena, California

Teacher, Film Marketing Seminar for Graduate Students of Film – October 2011

- Taught the fundamentals of Film Marketing to Graduate Students. Overview of class included presentations and workshops on: Product Placement, Interactive, Research, Creative, Publicity, Promotions and Social Media.

PARAMOUNT PICTURES – Los Angeles, California

Director, Product Placement, October 2004 – October 2010

- Exclusively handled Product Placement needs for all Paramount Pictures Productions such as **Star Trek, GI Joe: The Rise Of Cobra, The Love Guru, Indiana Jones: The Kingdom of The Crystal Skull, Mission Impossible III, Cloverfield, War Of The Worlds, Shooter, Stop Loss, Coach Carter, Curious Case of Benjamin Button, Bad News Bears, Failure To Launch, The Weatherman, Charlotte's Web, The Last Holiday, The Honeymooners, Hot Rod, Four Brothers, The Spiderwick Chronicles, The Longest Yard, Drilbit Taylor**, as well as straight to DVD films.
- Responsible for offsetting production costs by acquiring free product as well as locations, for use in film productions. Assisted the various film's production departments including: Sets, Props, Wardrobe, Transportation, Locations, Art Dept, Makeup/Hair, etc.
- Secured lucrative, cash placement and barter deals which went against the film's bottom line, e.g.
- Co-created unprecedented Multi-million dollar placement and promotional deal with DHL and *Mission Impossible III*.
- Managed relationships with national and global brands directly as well as with their respective placement agencies in the following product categories: Automotive, Electronic, Wireless / Cellular, Liquor, Malt Beverage, Health & Beauty, Apparel, Eyewear, Watch, Shoe, Beverages, Packaged Goods, QSR, etc.

NEW LINE CINEMA - Los Angeles, California

Produced National Promotional campaigns on the following films:

The Austin Powers Franchise, The Lord Of The Rings: Fellowship of The Ring, The Lord Of The Rings: The Two Towers, Elf, The Notebook, Detroit Rock City, The Wedding Singer, Don Juan DeMarco, Blade, I Am Sam, The Endless Summer II, Bones, Rush Hour, Rush Hour 2, Blade II, Little Nicky, Dark City, Love & Basketball, The Island of Dr. Moreau, Mortal Kombat, Spawn, Lost In Space, Blast From The Past, Price Of The Glory, The Basketball Diaries, How To Deal.

Positions held:

Vice President, National Promotions, June 2002 – September 2004

- Created cross-promotional opportunities between a corporate brand and our films. Facilitating corporate media expenditures and retail support in order to promote the film and the promotional relationship.
- Responsible for securing and executing \$80MM worth of national promotional and media support on Austin Powers in Goldmember with: Pepsico, Doritos, Motorola, T-Mobile and Taco Bell.
- Developed and managed corporate partnerships including: Pepsi, Coca Cola, Taco Bell, Burger King, Motorola, Jaguar, BMW, GM, Kraft/Nabisco, Proctor & Gamble, Visa, American Express, Heineken, Miller Brewing Company, Anheuser Busch, Philips, Target, Best Buy, etc.

Director, National Promotions, January 2000 – June 2002

Manager, National Promotions, November 1996 – January 2000

- Managed national promotional campaigns on all releases. Planned promotional appearances at fan-based comic book and horror conventions around the country .
- Produced Promotional reels and Co-Produced broadcast specials on TV Land, Comedy and MTV.
- Worked with major magazine publications for an in-book promotion. Magazines included: Rolling Stone, Conde Naste Traveler, Spin Magazine, Maxim, GQ and Los Angeles Magazine.

EDUCATION:

University of Southern California - Los Angeles, California, May 1992

B.A. Theater/Humanities; Minor in Cinema-Television