



Marketing • Creative Advertising • Copywriting • Brand Strategy • Film Distribution
Revenue Generation • Extensive Filmmaker Relationships

Creative advertising and marketing executive with proven track record in all phases of:

- Domestic and International Film Sales and Distribution
- Broadcast and Cable Television
- Home Entertainment/DVD

PROFESSIONAL EXPERIENCE

NG MARKETING, Los Angeles

2007-Present

Consultant to domestic and international sales and distribution companies--responsible for delivering successful, cost-effective targeted campaigns, corporate identity and online presence

Clients include:

Roadside Attractions

- Bella (Independent Spirit Award nominee)
- Starting Out In The Evening (2009 Academy Award short-list documentary feature)
- I.O.U.S.A.
- Chicago 10 directed by Brett Ratner

IM Global International

- Shelter with Julianne Moore
- Tennessee William's Loss of a Teardrop Diamond
- Bunraku with Demi Moore and Woody Harrelson

Essential Entertainment

- My One and Only with Renee Zellweger
- Point Break directed by Jan de Bont

Yari Film Group

- Accidental Husband with Uma Thurman
- The Perfect Holiday with Queen Latifah
- Possession with Sarah Michelle Geller

Mpower Pictures

- Consultant for various projects on advertising and design

FIRST LOOK PICTURES, Los Angeles

2005-2007

Vice President, Creative Marketing

- Responsible for developing domestic, corporate and international marketing campaigns
Films included:
A Guide to Recognizing Your Saints (Independent Spirit Award nominee)
Paris Je T'Aime
An American Crime starring Catherine Keener (Nominated for a Golden Globe)

ALKEMI ENTERTAINMENT, Los Angeles

2002-2005

Senior Producer/Creative Director

- Created a new television advertising division
- Increased theatrical and home entertainment revenue
New Clients included:
Television:
ABC, ABC Cable Group, Buena Vista TV and Playboy TV
Film and Home Entertainment:
MGM, MGM-UA, New Line Cinema, 20th Century Fox, Lions Gate and Disney

SONY PICTURES ENTERTAINMENT, Los Angeles

1997-2002

Vice President, Worldwide Creative Advertising

- Responsible for developing successful marketing and advertising campaigns for major motion pictures in the U.S, Asia, Europe and Latin America including Big Daddy, Adam Sandler's biggest opening and Sony's highest-grossing picture of the year
- Created targeted campaigns for teen market including I Know What You Did Last Summer, Urban Legend, Cruel Intentions and Wild Things. All films significantly out-performed box office expectations
- Efficiently managed multi-million dollar creative advertising budgets
- Developed very strong relationships with print, AV and online vendors

CBS TELEVISION NETWORK, Los Angeles

1996-1997

Director, On-Air Promotions/Movies & Mini-Series

- Responsible for the creation and implementation of on-air marketing for all of CBS' long-form original programming and special themed campaigns
- Created successful campaigns for Hallmark Hall of Fame, highly-rated movies and mini-series including Titanic, In Cold Blood and Mrs. Santa Claus

THE SAMUEL GOLDWYN COMPANY, Los Angeles

1994-1996

Vice President, Advertising – Worldwide Theatrical & Syndicated Television

- Responsible for developing and executing advertising and marketing campaigns
Films included:
The Madness of King George (nominated for Academy Award)
Angels & Insects
Big Night
- Successfully launched one hour syndicated action/adventure series Flipper and American Gladiator

INTRALINK FILM GRAPHIC DESIGN, Los Angeles

1991-1993

Writer/Producer/Creative Director

AWARDS/HONORS

- Named Ad Age's Top 100 People in Advertising

Consumer Products:

- Finalist – Addy, Telly and Clio Awards
- Belding Finalist
- Art Direction Magazine
- International Film and TV Festival of New York
- National Association of Retail Music
- London International Advertising
- FIC Excellence in Marketing Award

Film:

- Finalist – Hollywood Reporter Key Art Awards Golden Trailer Awards
- Member, Academy of Motion Picture Arts and Sciences

SPECIAL SKILLS

Languages: Fluent in Spanish and Hebrew

EDUCATION

BA/AA – Magna Cum Laude

Yeshiva University, New York, NY

REFERENCES AVAILABLE UPON REQUEST