

SAMPLE RESUME

Address Phone E-mail

VP OF SALES

A highly successful, distinguished and award-winning advertising, marketing and public relations professional with polished expertise in all areas of the broadcast and communication arts. A creative visionary, insightful marketer and strategic thinker with a keen understanding of masterminding, orchestrating and implementing traditional and non-traditional media assets, personnel and resources to achieve company's advertising, marketing, public relations, media and sales goals. A global perspective grounded within the framework of practicality and achievability, experience and interpersonal skills provides the ability to operate either as a team player, or a team leader, requiring little or no supervision, or extensive interaction as the case may be across multiple departments to champion positions, earn buy-in and accomplish marcomm goals. These broad ranging and highly specialized skill sets are supported by exceptional writing and communications abilities, as well as a masterful understanding of all aspects of the media and communications arts.

CAREER HIGHLIGHTS

The Bamboo Agency, Boca Raton, Florida

Independent/Freelance Advertising, Marketing, Public Relations, Internet, Film, and Video Production Boutique

PRESIDENT

2004-Present

- Assume diverse positions such as New Business Development Specialist, Creative Director, Marketing and Media Strategist and Consultant.
- Performs copywriting for all media – print, radio, television, Internet, as well as short and long form promo videos.
- Write and produce numerous collateral/promotional materials and create direct mail campaigns by Internet and mail.
- Plan public relations strategies, write press releases, and interface with all media during promotional events.
- Create and implement marketing/media plans utilizing all media channels – locally, nationally, internationally.
- Recognized as an expert TV Scriptwriter for TV commercials, direct response, infomercials, and long-form programs.
- Clients include health care, financial, hospitality, and academic/educational (FAU) services.

Sterling Financial Investment Group, Inc., Boca Raton, FL

Advertising, Marketing, and Public Relations

DIRECTOR OF COMMUNICATIONS

2001-2004

A full-service investment banking company with more than 350 employees, 57 offices in nine countries, and revenues exceeding \$30 million.

- Served as the company's spokesperson responsible for all media relations; advised C-level executives on media-training and management, as well as in practical and successful experience in crisis communications issues.
- Produced and originated all correspondence including intra-office / employee-to-employee, as well as public-facing client communications (investor relations), and general consumer advertising in print, radio, and television.
- Served as the chairman's speechwriter; organized speaking engagements for extremely high-profile business, government and academic entities with audience attendance ranging from 50-5,000.
- Designed and developed all "Press Materials;" produced tens of millions of dollars of print, radio and television exposure locally, nationally, and internationally (South America).
- Created several advertising, sales, marketing, as well as, promotional and press materials for mainstream American Consumers, the U.S. Spanish-language Hispanic Market, and the Spanish-Language Latin-American Markets.
- Established excellent rapport with Spanish-Language U.S. media, which brought millions of print and television exposure for the chairman and the firm, including "behind the desk" anchorman engagements for Spanish-Language national and international television programs.
- Created and implemented a master marketing and promotional strategy resulting in the chairman's appointment to a high profile gubernatorial position in Florida and a White House Appointed blue-ribbon Presidential position.
- Served as ghostwriter for several Opinion Editorial Articles published on behalf of the chairman.
- Implemented effective marketing and public relations strategies that thrust the company into the national arena as the fastest-growing "Hispanic-owned" investment bank in the nation.
- Recognized by Ernst & Young, Forbes, and Inc. Magazines among other business publications and honors for the company and its founder.

Florida Atlantic University, Boca Raton, FL

College of Business and Entrepreneurship

GUEST PROFESSOR

2002

- Designed and developed a curriculum focusing on advertising, marketing, and public relations.
- Used case study of Sterling Financial Investment Group that involved extensive student committee assignments in creating and developing a new company and/or product to be launched into the market

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Mustardman Productions, Deerfield Beach, FL

Advertising, Marketing, Public Relations, Film & Video Production Company

PRESIDENT

1994-2001

- Directed the business from start-up; drove the development of the business; and managed and serviced accounts creatively and administratively, ensuring total customer satisfaction.
- Conceptualized and implemented creative campaigns using print, radio, television, corporate video production, news/press releases, public relations activities, and live-event production to meet client goals.
- Acted as creative director, writer, and producer for all client projects, as well as, provided all forms of collateral material, including brochures, direct mail, special events, newsletters - hard copy and online versions, and trade shows.
- Performed myriad high-level and expert services as writer, producer, and director of TV commercials, sales, marketing, and corporate promotional videos.

OTHER EXPERIENCE

FREELANCE WRITER/PRODUCER/DIRECTOR

1993-PRESENT

- Wrote, produced, and directed "*Deerfield Days*" - an award-winning documentary produced for the City of Deerfield Beach in honor of its 75th Anniversary.
- Served as the Head Writer for *Best of Wine & Food* - a 30-minute lifestyle / entertainment television show hosted by George Hamilton, which was aired on the Food Network and CNBC (eight episodes).
- Authored and produced scores of projects for film, TV, and video production.
- Wrote scores of articles published locally, regionally, and nationally for trade, as well as, consumer magazines and publications.
- Worked as ghost-writer for "advertorial" articles on behalf of clients published in trade and consumer publications
- Created the use of "buyer quote" that set a new industry-marketing trend in real estate advertorial writing in 1997 and onward while providing public relations services for "Mediterranea" - a 30-unit luxury low-rise condominium.
- Contracted as writer and producer for three of the nation's largest radio comedy syndicates; wrote, produced, and directed scores of pre-recorded radio (comedy) bits for the nation's largest radio comedy syndicates.
- Sole contract writer for producers originating and writing treatments and/or scripts for television and/or film projects.

EDUCATION & TRAINING

BACHELOR OF SCIENCE IN POLITICAL SCIENCE, University of Maryland, College Park, MD	1979
MINOR IN COMMUNICATIONS, SPEECH AND DEBATE TEAM, State University of New York, Brockport, NY	1977
EXCHANGE STUDENT, Brunel University, Uxbridge, London	1978
INTERN FOR CONGRESSMAN BENJAMIN GILMAN AND THE CONSUMER FEDERATION OF AMERICA, Intern Capitol Hill, Washington, D.C.	1978

AWARDS & HONORS

PEOPLE'S CHOICE AWARDS	□ Direct Marketing Business to Consumer: Grand Opening Event / Invitation Real Estate
GOLD ADDY AWARD	□ Business to Consumer: Regional / National
GOLD ADDY AWARD	□ Business to Consumer: 3-Dimensional Mixed
SILVER ADDY AWARD	□ Business to Consumer: Single, Flat Brochure
HAMPTON DUNN AWARD FOR ELECTRONIC MEDIA	□ Historical Documentary ~ Florida Historical Society: " <i>Deerfield Days</i> "; writer, producer, director of one-hour documentary.
WOMEN IN COMMUNICATIONS	<ul style="list-style-type: none"> □ Award of Merit □ "Creative PR Olympics" - for thinking "out of the box" in creating a unique publicity campaign, which generated positive press, met the goals of the organization, and helped increase awareness of its image in the community.
HEALTHCARE MARKETING REPORT PUBLICATION	<ul style="list-style-type: none"> □ The 17th Annual Healthcare Advertising Awards □ Merit Winner ~ Corporate Marketing Video: Pediatric Medical Group
CITY OF DEERFIELD BEACH PROCLAMATION	□ Sep 19 th of every year is recognized as "Jeff Mustard Day" for outstanding contribution to the City of Deerfield Beach for producing " <i>Deerfield Days</i> ," a one-hour documentary.
PROFESSIONAL PHOTOGRAPHER ■ 1990-1993	□ Assorted Exhibitions of black & white and colored photographs of City of Deerfield Beach at Deerfield Beach City Hall, Main Library, Chamber of Commerce, Embassy Suites Hotel, Palm Beach International Airport