

SELECTED PROFESSIONAL ACCOMPLISHMENTS
TV PRODUCTION / MARKETING COMMUNICATIONS AND SALES,
PUBLIC RELATIONS, ADVERTISING, AND DISTANCE EDUCATION
WEB SITE – UNDER DEVELOPMENT

- PRODUCTION CONSULTANT: GE Appliances BTV Sales Training Project
 - Developed over six months the delivery of sales training internationally over business television network
 - Cut training time from two weeks to one day
 - Saved millions by keeping salesmen in the field and launching new products ahead of the competition
 - Developed internal PR plan to engage regional managers as facilitators
 - Developed concept for the project – Market Wars (leveraging off Star Wars since we were using satellite networks and a global launch for the first time)
 - Wrote scripts around new products and the concept kick-off
 - Provided camera coaching for executive talent
 - Co-developed the production design
- CO-PRODUCER, MULTILINGUAL TRAVELOGUE (English, German, French)
 - Developed to market Florida ecotourism to Europeans
 - Result: Within a year of broadcast, visitors from Europe to the Panhandle increased by 25%.
- CO-WRITER / PRODUCER - **City of Surprises** - broadcast on **A&E** to over 30 million households--prime time, Dec. '89.
- WRITER / PRODUCER - Developed international marketing & sales tools videos for the following sectors:
 - Tourism, production facilities, defense contractors, satellite services, environmental industries, computer companies, golf distributor
 - Produced a video for a defense contractor that rapidly resulted in a 50% boost in sales revenues after the first trade show.
- CO-PRODUCER - Internal corporate communications broadcasts (e.g. Champion International's Video News Magazine)
- SALESPERSON, WRITER-PRODUCER, and/or MARKETING & SALES CONCEPTS for
Long format marketing video & print projects for the following organizations:

National Museum of Naval Aviation
The U.S. Navy
United Way
The Florida Motion Picture & Television Association
The City of Pensacola
The World Trade Council of Northwest Florida
Seaside—a planned waterfront community in Destin, FL
Edwin Watts Golf Shops - :30 spots for national TV advertising campaigns

- WRITER: Tony Kaye Productions, LA/ London
- WRITER: Approved writer for Joint Visual Information Activity. USN
- SALES: (1) Teamed to sell satellite services, (2) Marketing director and sales manager of TV and film production facility (3) Sold consulting and production services for my company – Corporate Vision (4) as World Trade Council of Northwest Florida board member in charge of communications, matched companies with buyers of products and services through trade shows, database management, membership development, etc.
- ADDITIONAL CONSULTING ROLES: (1) marketing plans and marketing communication (2) public relations strategies and training in support of sales (3) communications cost cutting measures (4) production teams / plans
 - Developed programming formats for proprietary business television networks: news, “infotainment”/ training
 - Developed and managed budgets, controlled costs, analyzed return on investment of communications initiatives
 - Conducted cost/benefit analyses to determine what tasks should be outsourced or differently managed – e.g. cut production budgets for Fortune 500’s by encouraging the development of a single database for marketing communications from which several different profit centers within the organization could draw creative elements
 - Evaluated existing training programs to determine how to “adapt” them for different delivery systems
 - Conducted needs assessments, technology assessments, target audience analyses
 - Created and managed communication teams
 - Launched internal PR campaigns directed at trainers, managers, employees to elicit acceptance and enthusiasm for new modes of training
 - Developed concepts and wrote scripts that enabled companies to use training as a competitive edge
 - Designed & developed training using appropriate instructional

- design ID models
- Camera coached executive talent
- Consulted companies regarding graphics and set design

Representative Clientele

- Edwin Watts Golf Shops
- GE Appliance Division, KY
- GE Information Services, MD
- GE Industrial & Power Systems, NY
- Private Satellite Network, NY
- Group W Satellite Communications, CT
- Carrier International, NY
- Champion International, CT
- World Trade Council of Northwest Florida
- City of Pensacola
- Keltec, Inc.
- Metric Systems, Inc.
- US Navy