

DAVID MARTIN

...Ambitious...Focused...Driven...

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Seeking Position As:

ASSISTANT PRODUCER

Highly experienced, passionate business professional with exceptional management skills. Excellent organizational skills and commitment to acquiring and utilizing up-to-date industry knowledge. Resourceful and visionary. Skilled in translating concepts into practical solutions. Articulate and professional communication skills. Ability to establish genuine rapport with individuals at all levels. Successful in both team-based and self-managed projects. Detail oriented and innovative. Immensely focused and committed. A proven leader.

- ✦ Brand Management
- ✦ Design for Brand Identity
- ✦ Concept Implementation
- ✦ Creative Directing
- ✦ Trend Forecasting
- ✦ Team and Project Management

PROFESSIONAL EXPERIENCE

Davidsons

New York, NY

Brand Development & Product Development

Oct 2004- 2006

Blissful Bites Gourmet Foods

- ✦ Took over the management for the existing brand portfolio and developed new products, extending from increasing the profitability of existing products to developing new products / concepts for Cake Bliss, Inc.
- ✦ Analyzed the market by gathering market needs and competitive analysis for input into product definition.
- ✦ Initiated and managed research projects together with professional technicians to improve pastry chefs/Owners understanding and identify insights.
- ✦ Recommended brand strategy by developing and implementing the annual brand plan and effectively managing the deployment of the marketing budget. lead and provide direction to cross functional teams by working closely with Creative Team, Sales, Technical Advisors, R&D, Legal, Pricing and Finance.
- ✦ Developed and implemented marketing and communication tools by defining the go-to-market strategy, aided sales force to understand product positioning, key benefits, and target customer; positioned Margo T. Lewis Cake Baker.

Martha Stewart Living Omnimedia

Associate Project Manager/Creative Services Project Coordinator

Oct 1997- Oct 2004

Martha Stewart Everyday [MSE] (8/0 1-10/04)

- ✦ Performed a wide range of creative services and strategic business roles in the development, sale, and promotion of MSE product lines, including, but not limited to, photo shoots, special events, product launches, retail displays, market analysis, and packaging development.
- ✦ Played a key role in the development of product packaging from concept through delivery: worked with design teams to communicate budget and design ramifications, assisted Art Director and Head Stylist in producing photo shoots; selected product to be used in shoots; scouted and chose locations: managed production samples.
- ✦ Oversaw scheduling and production of photo shoots: Assisted photo department in booking talent, travel arrangements, and logistics (product, prop, talent); managed and maintained on-line portfolios, matched prints, Polaroid book and distributed/updated on a timely basis.
- ✦ Maintained and managed photo shoot budgets ranging from \$3,000 to \$200,000.

- ✦ Served as liaison between strategic business partner (K-mart), vendors, creative services, product development, styling, editorial, an, production, legal, integrated marketing and advertising to ensure timely delivery of all projects.
- ✦ Maintained continual conversations/relationships with outside partners including vendors and buyers; coordinated and supported event planning and product launches with Director of Creative Services; ordered and trafficked product and displays to ensured successful presentations.
- ✦ Maintained packaging schedules; trafficked product samples, copy, layouts and mechanicals to buyers, vendors, and internal staff; analyzed competitor print advertising (magazines, newspapers, and direct mailings); updated management on trends.
- ✦ Scheduled and coordinated weekly status meetings with internal staff and external creative firms to track job progress and ensure timely delivery of product and services.

Wedding Department Manager

Martha Stewart Weddings [MSW] (6/99-8/01)

- ✦ Prepared monthly calendar of events and shoot dates; managed the data for future editorial line-ups; compiled expense reports for all editors, processed department invoices for payment.
- ✦ Assisted six Wedding Editors on individual stories and photo shoots; selected, purchased and managed props and archives; casted models; prepared documentation required for insurance policies, releases, and penults to shoot photos as various locations.
- ✦ Served as liaison to public relations representatives, vendors, and advertisers regarding requests for media kits, magazine issues, editorial calendars, dates, and all inquiries from the general public.

Editorial Assistant

Martha Stewart Weddings [MSW] (6/98-6/99)

- ✦ Assisted in development, research, and scouting of stories for MSW, marthastewart.com and the Wedding List; assisted in the story development and production of two segments of "Real Weddings" for Martha Stewart Television.
- ✦ Scoured locations for photo shoots; proposed, researched, propped, and styled "The Wedding Cutlery" for the front of the book section for MSW, Summer 2001-
- ✦ Assisted in casting models and obtaining products for photo shoots (food, furniture, confectionery goods, flowers, crafts, home accessories, women's, men's, and children's fashions); attended markets and trade shows for concept ideas that embodied the Martha Stewart brand.

Office Services Assistant

Martha Stewart Living Magazine [MSL] (10/97-6/98)

- ✦ Answered questions on magazine and daily television show content; responded to inquiries for web chat

EDUCATION & TECHNICAL SKILLS

Hunter College (CUNY)

New York, NY

General Studies in Mass Media

1987-1988

Sarah Lawrence College

Bronxville, NY

1983- 1984

Microsoft Office Suite ✦ Quark ✦ Photoshop ✦ Dream Weaver

**References Gladly Provided Upon Request*