

Shatter Proof Marketing

13547 Ventura Blvd #397

Sherman Oaks CA 91423

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UNDENIABLE  UNBELIEVABLE  UNBREAKABLE



Company Resume and Information Packet

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SUMMARY OF QUALIFICATIONS & OBJECTIVE:

To provide, create and implement marketing & promotion campaigns and events for up and coming companies at a grassroots and nationwide level in order to generate sales and awareness for all forms of consumer needs of impulse and daily products.

COMPANY JOB DUTIES & EXPERTISE ARE AS FOLLOWS:

- Create, coordinate, and implement prestigious events & promotions to promote products.
- Web (Website, MySpace), Flyer design and street promotions of every event created, executed & managed.
- To seek out opportunities to establish celebrity branding of product.
- Street team implemented awareness of products.
- Radio, television, and public advertisement of product.
- To help secure local and worldwide sales & distribution relationships of product.
- Presentation development and design of product displays.
- Manage and implement all forms of public relations.

GOAL:

- To create consumer awareness of products in targeted areas in and out of state with grass-root campaign, promotions and events.
- To help drive retail orders by implementing an aggressive direct sales campaign alongside testing of product at locations where it is being sold.
- A continued product promotion with a daily street team effort that is seen at events created by us, guerilla, and or otherwise.

CONSUMER AWARENESS:

- We will secure clubs and other public venues that are centrally located to host Product Nights/Events. Within these nights/events, POS, special mixed drinks and or products will be viewed and or available, and will feature one of the hottest D.J.'s with the opportunity of having celebrity appearances.
- Days or weeks prior to the event several promotional street teams will be in high traffic retail areas of the venue. We will use these events to build a mailing list as well as distribute flyers, etc.
- We will use posters, postcards, etc. to make lasting impressions at these locations and the surrounding areas.

RETAIL AWARENESS:

- Retail awareness will be driven by the Sales Reps & Street Teams. With that in mind they will canvas surrounding areas informing retailers of the events and offer cases of Product at reduced or competitive rates and give them other promotional items for their store locations.
- Additionally, the reps and or street teams can secure taste test at these retailers' days or weeks prior to the events.

CURRENTLY SECURED:

- Street Teams and Promotional Models that consist of young ladies & young men of all ethnicities who are ready for a daily street team effort that includes, but is not limited to, print, television, billboard, and event appearances. This means they will be able to brand the product and be able to attend all events, taste tests and or product viewings.
- Current companies and non-profit organizations that are in need of this product, imaging and sponsorship.
- Advertising quotes for radio, internet marketing, billboards and magazine (DVD).

EXPERIENCE (PAST 8YRS):

2008-Present **The Margarita King** L.A./Hollywood, CA
Nuvo Sparkling Vodka
M150 Energy Drink /Shark USA
24 HR Fitness
Project Ethos
Function Drinks
MMA Combat Club

Promotion & Marketing/Model Staffing/Brand Ambassadors

- Designed complete promotional campaign.
 - Supervised, organized and scouted street team.
 - Managed, organized and setup off/on premise accounts, clubs and special events.
 - Provided model(s) for high fashion event.
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2007 **Xtazy Energy Drink** Culver City /N. Hollywood, CA
Type A Personalities
DUB Presents Road Star 2008 Calendar
Petro Montego's
Trek To The Troops

Promotion & Marketing/Promotional Model/Photo Shoot

- Designed complete promotional campaign
- Supervised, organized and scouted street team.
- Managed, organized and setup clubs and special events.
- Provided a beautiful print model for Winter White invitation shoots plus calendar spread photo shoot and Winter Runway Show.
- Provided a beautiful spokes model to sign autographs and take pictures with our countries soldiers & troops.

Provided Brand Ambassador for:

Imperia Vodka – Smash Box – LA Fashion Week 07
Piper Heidseick Rose Brut Worldwide Launch (Beverly Hills)
Remy Cointreau (Hollywood/LA)
Remy Martin & Remy Sport (Hollywood/LA)
Mercedes Benz (Los Angeles)
Clinique (Los Angeles)

2001 thru 2006 **Club & Event Coordinator** Burbank, CA

Club Coordinator / Promotion Manager

- Was hired by local clubs promoters & record labels to promote, handle, organize, and setup events.
 - Supervised, organized and scouted Street Team/Brand Ambassadors for:
 1. Raw Dawg Sports Energy Drink
 2. Crunk Energy Drink
 3. Dr. Pepper (Code Red)
 4. Monster
 5. Shark U.S.A.
 - Managed, organized and setup clubs and special events.
-

2001

Pit Bull Energy Drink

Hollywood, CA

Promotion Manager/Director

- Designed complete promotional campaign.
- Supervised, organized and scouted street team.
- Managed, organized and setup clubs and special events.

1999-2002

Club One Seven

Hollywood, CA

Product Promotions/Club Manager

- Handled beverage sponsorship (Pepsi, Red Bull, Dr. Pepper, and SOBE).
- Managed teenage club (16-20) and hosted with KIIS FM Radio.

AFFILIATIONS:

RADIO:

1. Power 106
2. KDAY
3. Free 97.1
4. Clear Channel (KIIS FM)
5. Queue Buena (Latin Radio)
6. KROQ
7. LATINO 96.3

1. Hustler Hollywood
2. Key Club
3. Forbidden City
4. House Of Blues
5. Club V20
6. Club DV8
7. The Highlands
8. Element
9. Club 740
10. Club Ivar
11. The Hollywood Kress

WEB & MYSPACE DESIGN:

1. DRIVE Studios

PHOTOGRAPHY, VIDEO & FILM PRODUCTION:

1. DRIVE Studios
2. SEE THRU HEAD
3. REDD ROOM STUDIOS

MUSIC PRODUCTION & ADR:

1. Blisstunes Recording Corp.
2. TwentyFro7 Productions

HAIR & MAKEUP:

1. F.I.N Hair Salon

T.V.:

1. Time/Warner Cable
2. Queue Buena
3. Direct T.V.
4. Internet Television

NIGHT LIFE:

INDUSTRY/LIFESTYLE:

1. Adult
2. Fashion
3. Motion Picture
4. Dance & Choreography
5. Internet Television

TRADE SHOWS:

1. Magic International
2. Smoker's Convention
3. Bar & Night Club Convention

PUBLICATIONS:

1. Skinnie Magazine
2. 944 Magazine
3. Smooth Magazine
4. Boss Up Magazine (DVD)
5. King Magazine
6. Source Magazine
7. Stuff
8. Damn Girl
9. SHOW Magazine

RECORD LABELS:

1. Universal Music
2. Warner Brothers Music

ARTIST:

Various

FOOD/RESTAURANTS:

1. Casino's
2. Coffee houses
3. Vending machines



Promotion, Marketing & Model Submission

Shatter Proof Marketing is a full service Promotion, Marketing and Talent Agency specializing in all and every promotion and marketing need for the entertainment industry.

Founded in 1999, **Shatter Proof Marketing** has and is doing marketing & promotions for some of the hottest clubs, radio stations, record labels, clothing & foot wear lines, and beverage companies in southern California and its surrounding states. We develop marketing plans, coordinate street teams, sales & distribution, and train sale associates with complete knowledge of the products to be sold for the companies we are hired by.

Shatter Proof Marketing will create and implement ads for product placement on radio, TV and internet platforms. By us focusing on all the needs of our clients we also have a talented staff of makeup & hair artist, in house graphic designs, photography, video recording and editing, website & MySpace design by **Drive Inc.** We also provide a division of professional talent management & music production for ADR & VO recordings.

We also provide event coordinators, with a slew of product sponsorships, that have widened our current relationships with all types of major companies as well as influential and respectable people to introduce products and talent to the public and entertainment industry.

Shatter Proof Marketing encompasses all these this in one with another level service we provide in marketing & promotions is our modeling agency and talent casting departments. This department allows us to strategically place our clients with a well trained staff of beautiful, professional, and talented models for trade shows, promotional events, print ads, music videos, television commercials motion pictures, dance and choreography for any and all occasions.

If you would love us to be a part of your great and expanding company and or event, and are ready to take the next step, we are ready for the job!!

Shatter Proof Models & Promotion Staff



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Please visit:

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