

Brian Barry

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Accomplished Senior Public Relations and Marketing Executive

Summary of Qualifications

Driven publicist with more than 15 years project management experience combined with a four-year degree. Highly successful developing creative-integrated communications campaigns for high-profile and image based clients in corporate, entertainment, consumer luxury/lifestyle, publishing, high-tech, fashion, sports, travel & tourism, music, and film. Impressive track record and portfolio of international, national and regional media placements.

Areas of Expertise

Media Relations	Crisis Communications	Market Launches
Corporate Presentations	Press Conferences	Social Media
Strategic Partnerships	Press Releases	Sponsorships
Product Placement	Trade Shows	Photo Shoots
Event Production	Media Training	Sporting Events

Career Highlights

- Secured international placements for The Art of Peace Foundation's charity album "Songs for Tibet" which included music luminaries such as Sting, Alanis Morissette, and Dave Mathews Band. The album hit #1 in the US and on several international Billboard charts. Handled crisis communications, press conferences, web telecasts, and cross-promotional initiatives.
- PR strategies and initiatives help make bodywisdom media the number one independent producer of fitness DVDs and in North America, and increase their profit margin. Remarkable considering PR and not advertising or classic marketing is the company's primary marketing communication tactic.
- Created strategic partnership between client bodywisdom media and Martha Stewart Living Omnimedia that introduced a new line of fitness DVDs.
- Spearheaded product placement for client Halston's ultrasuede with A-list celebrities, Charlize Theron, Portia de Rossi, and Samantha Morton at the Academy Awards.

Professional Experience

Brian Barry Communications, New York, NY

2004-2010

Owner/CEO

- Responsible for the day-to-day running of a boutique PR agency with a diverse group of clients.

- Led staff of two full-time employees and developed and executed global public relations, marketing, event, and advertising initiatives for agency clients.
- Secured and managed all agency accounts, which included the likes of bodywisdom media, Gambero Rosso, The Art of Peace Foundation, Rafael Amargo, Playgirl Magazine, and others.

The Steven Style Group, New York, NY

2002-2004

Account Supervisor

- Supervised staff of four and agency accounts.
- Pitched interviews and story ideas to global media outlets, planned and conducted media tours, press conferences, oversaw campaign creations, distributions and tracking of press materials for agency clients including 1st Books, Escient, inventor Scott A. Jones, DirectEmployers, ELAN Home Systems, bodywisdom media, and real estate developer Abraham Hirschfeld.

Markham/Novell Communications, New York, NY

1999-2001

Senior Account Executive

- Supervised a staff of six and assisted principal owner on agency accounts
- Secured top-tier media placements for well-known agency clients such as Jim Henson's Muppet Company, Bob Guccione and Penthouse magazine, Muscle and Fitness magazine, Halston/Ultrasuede, Walkers Shortbread, Vivid Entertainment Group, IEG, ENI, OJ Simpson, George Foreman, Meineke and Fairchild Publications.
- Organized press and contests for Vivid Entertainment's "Interactive Body Parts", the first ever-adult DVD release at the Virgin Megastore in Times Square.

The Raleigh Hotel, Miami Beach, FL

1995-1999

Assistant Public Relations Manager

- Part of management team responsible for the day-to-day running of this 107-room luxury boutique hotel.
- Responsible for securing and booking reservations for high-profile clients and consumer luxury/lifestyle accounts.
- Promoted three times during tenure.
- Created hotel corporate video, collateral materials, and assisted in securing media placements.

Computer Skills

Mac and PC, MS Windows, Word, Excel, PowerPoint, Outlook, Internet Explorer, Safari, Photoshop, Cision, BurrellesLuce Media Directory

Education

BARRY UNIVERSITY-Miami, FL
Bachelor of Arts in Public Relations 1995