630 Hauser Boulevard, Apartment 103 Los Angeles, California 90036 818.219.0467

Sherna.stephenson@gmail.com

Remarkable Presentation

and Negotiation

Expertise

Strategic

Thinking

MARKETING, RESEARCH, COMMUNICATIONS & EVENTS PROFESSIONAL

I AM A...

Versatile, motivated and results-driven professional who excels at utilizing out-of-the-box techniques in building brand awareness, developing new strategies and marketing campaigns. Proven ability to meet deadlines and operate calmly under pressure. Solid reputation in delivering presentations, developing ideas and designing products and websites.

Problem Resolution

and Decision Making

Project

Management

Great at establishing and cultivating long-term quality customer relationships. Exceptional problem-solving and leadership skills to get the job done with great results. Excellent

communicator with sensitivity to diverse cultures, cross-functional teams and all management levels within the organization.

Competitive **Copy Writing** Market Analysis and Research Marketing Budget Control and ROI Analysis Campaigns and Promotions Outstanding Web Site Design **Customer Service** and Brand Awareness and Client Relations

CORE

COMPETENCIES

Operating Within a

Start-up

Environment

PROFESSIONAL EXPERIENCE



MARKETING DIRECTOR MOJO MARKETING AND MEDIA BURBANK, CA

AUG 2009-PRESENT

I TOOK ON A NEW CHALLENGE AND ENTERED A START UP.

Spearheaded brainstorm groups.

Developed innovative branding and campaigns.

Lead creative on pitch presentations, television show production and events and seminars annually. Conceptualize and implemented marketing plan and monitored social media for large law firm client. Wrote copy for marketing materials and multiple websites.



ACHIEVEMENTS

- Produced music video, commercials and Against the Tide tv show.
- Earned commendations for producing a \$2M golf tournament with LPGA (Aired on CBS) with impressive Nielsen ratings.
- Produced company events consisting of more than 150 attendees in major venues

Event Planning

Vice President of The Bili Project Foundation for Hepatobiliary Cancer.

CCGI

CCGI FOUNDATION BURBANK, CA OCT 2007-JUL 2009

I DID NON-PROFIT WORK **GIVING BACK TO MY HOME COUNTRY, JAMAICA.**

Managed event logistics, celebrities, PR and event planning for large-scale golf/entertainment event held in the Caribbean to benefit the CCGI Foundation.

ACHIEVEMENTS

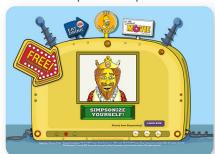
- Played a vital role in developing an innovative four day entertainment event featuring, golf, fashion, Muay Thai and parties
- Highly praised for establishing foundation's distinct brand messages and managing celebrity participants



SR. ACCOUNT EXECUTIVE & ANALYST BURGER KING ACCOUNT SERVICES, EQUITY MARKETING LOS ANGELES, CA JUL 2005-OCT 2007

I HAD IT MY WAY AT BURGER KING

Developed premiums, the toys you see in restaurant, collaborating with creative, engineering, and the factory in Hong Kong. Handled budget development and forecasting; estimate generation and oversaw multiple national marketing programs. Performed expanded responsibilities including sponsorship/new partnerships assessment; calendar planning and PO creation.



ACHIEVEMENTS

• Worked closely with licensors at Xbox, Foster's Home for Imaginary Friends and the NFL.









 Executed Simpsons Simpsonizeme campaign, one of BK's most successful campaigns with over 40 million avatars created within a few months.

Hired as an analyst then promoted to Account Executive, and subsequently to Senior Account Executive.

Promoted twice!

CHATSWORTH, CA MAY 2004-JUL 2005

I GOT EXCITED ABOUT FILM!

Managed catalog of over 2500 titles.

Created strategies for re-pricing, discounts and bundles based on POS analysis/ contract analysis.

Conducted inventory tracking, title performance tracking and returns management. Completed weekly customer reports and ad hoc reports.

Show me the money!

I ENJOYED THE



RAZORGATOR BEVERLY HILLS, CA AUG 2003-MAY 2004

SALES ASSOCIATE/CUSTOMER SERVICE REPRESENTATIVE

GOOD LIFE!

Provided management and servicing of all corporate accounts. Closed large sales for as much as \$50K in a single transaction while selling prmium entertainment.

Demonstrated proficiency in high-volume incoming and outgoing sales calls. Cha-Ching!

MASTERS IN PROJECT MANAGEMENT: STRAYER UNIVERSITY



JUN-JUL 2003 VANDERBILT

Vanderbilt University, Nashville, TN MasterCard Priceless Edge Internship

MAY 2003

Loyola Marymount University, Los Angeles, CA LMU LA Dean's list

TECHNICAL PROFICIENCY OPERATING SYSTEM: PC and Macintosh

SOFTWARE: Basecamp, Word, Excel, PowerPoint. Photoshop, Illustrator

INTERESTS Hiking, museums, meeting new people, following the progress of radically successful online companies and finding secret stairs.

818.219.0467

Sherna.stephenson@gmail.com