



**SHERNA
STEPHENSON**

630 Hauser Boulevard, Apartment 103
Los Angeles, California 90036
818.219.0467
Sherna.stephenson@gmail.com

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. 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.



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
- Vice President of The Bili Project Foundation for Hepatobiliary Cancer.



**MARKETING DIRECTOR
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.

XBOX



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

Promoted twice!



**JUNIOR SALES ANALYST
IMAGE ENTERTAINMENT
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!



**SALES ASSOCIATE/CUSTOMER SERVICE REPRESENTATIVE
RAZORGATOR
BEVERLY HILLS, CA
AUG 2003-MAY 2004**

**I ENJOYED THE
GOOD LIFE!**

Provided management and servicing of all corporate accounts.
Closed large sales for as much as \$50K in a single transaction while selling premium entertainment.
Demonstrated proficiency in high-volume incoming and outgoing sales calls.

Cha-Ching!

EDUCATION

**MASTERS IN PROJECT MANAGEMENT: STRAYER UNIVERSITY
EXPECTED 2013**



**5-WEEK SUMMER STUDY PROGRAM ON THE ENTERTAINMENT AND MUSIC INDUSTRY
JUN-JUL 2003**

Vanderbilt University, Nashville, TN



- MasterCard Priceless Edge Internship

**BACHELOR OF BUSINESS ADMINISTRATION, EMPHASIS IN MARKETING
MAY 2003**

Loyola Marymount University, Los Angeles, CA



- 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.

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