

AWARD-WINNING MARKETER, EVENT PROMOTER & VENUE MANAGEMENT LEADER

Venue Marketing | Event Management | Show Promoter | Revenue Generator

516-724-4978 | ACE197624@yahoo.com | Huntington, NY | [LinkedIn](#)**SUMMARY**

Highly successful sports, music and entertainment executive with 30+ years of experience generating revenue by leading and shaping venue marketing. Proven ability to create and execute engaging events and marketing plans that drive ticket sales, client hospitality, as well as venue growth and industry recognition. Adept in leading digital advertising and social media campaigns that drive impressions, clicks and customer engagement while maximizing partnership opportunities. Deep experience managing partner and employee relationships for the largest, most well-known sports and entertainment facilities in the country. Recognized C-Suite industry leader, dealmaker and venue spokesperson with a vast industry rolodex, looking for a challenging marketing leadership role. Open to relocation.

EXPERTISE**> Event Marketing & Execution**

Venue Advertising Campaign Management | Implemented Multi-Million-Dollar Event Budgets | Skilled Marketing & Promotion Deal Negotiator | Led Relationships with Artist Management, Record Labels & PR Agencies | Media & Community Relations | Advanced Shows with Tour Managers | Media Buying & Advertising Placement | Corporate Sponsorship Fulfillment | Event Settlements & Show Contracts

> Venue Management & Marketing

Arena, Theater and Expo Center Management | Experienced Venue Operator | Created Venue Branding Initiatives | Activated Cross-Promotional Campaigns & VIP Programs | Established Partner Relationships | Managed Artists Relations | Setup Grassroots Programs & Street Teams | Knowledge of Unions Rules & Contractual Obligations | Understanding of ADA Compliance | Public Relations Expertise

> Ticket Revenue Leadership

Created Ticket Sales Programs & Strategies | Coordinated Third Party Ticketing Partners & Agencies (TM, LN, CITI, AMEX, Groupon, etc.) Ticketmaster Analytics & Reports | Box Office Sales Experience | Managed Group Sales Efforts | Established Discounts & Upsell Offers Scheduled & Executed Pre-sale, On Sale & Fan Club Sales Timelines | Oversight of E-Mail Database Growth & Customer Segmentation

> Digital Advertising & Social Media

Executed Digital Marketing Strategies | Placed & Managed Paid Media Advertising Campaigns | Activated Influencer Marketing Plans Created & Scheduled Organic Social Media Posts | Digital Platform Analytics & Reporting Experience | Implemented Tracking URL's & Pixel Placement | Google, YouTube & META Business Suite Experience | WordPress Analytics | X, TikTok, Snapchat, Reddit & Amazon

EXPERIENCE**LIVE NATION** | New York, NY**Regional Marketer** November 2024 – March 2026**> Digital Marketing | Venue Partnerships | Artist Management Collaborations | Corporate Leader**

Following venue buyout, was transferred to LN corporate office to continue overseeing marketing efforts for all events at The Paramount in Huntington as a member of the NE Regional Marketing Department. Placed digital advertising campaigns, established venue partnerships, led communications with artist managers, record label & PR agencies, directed media promotions, interviews & media buys for all shows.

THE PARAMOUNT | Huntington, NY**Director of Marketing** December 2011 – November 2024**> Venue Branding & Marketing | Concert Promoter | Artist Relations & Hospitality | Venue Spokesperson**

Optimized \$500k+/yr. budgets via in-house marketing agency for over 225+ shows annually at the #1 club venue worldwide (YE '22). Placed all digital advertising, social media, public relations & promotional campaigns while overseeing a staff of 10. Directed event marketing programs with artist managers, touring reps, talent agents & publicity firms. Managed interns, street team, local partnerships & corporate sponsorships.

NASSAU COLISEUM / SMG | Uniondale, NY**Director of Marketing** July 2005 – December 2011**> Event Marketing (non-hockey events) | Group Sales Management | Ticket Revenue Generator | Venue Management**

Presented 175+ shows/yr. including concerts, family shows, Expo Center, parking lot & community events. Placed \$1M+/yr. in advertising while overseeing group sales, public relations, sponsorships, VIP, ADA, promotions, IT, ticketing agencies, grassroots campaigns, social media plans, venue website and internship programs. Managed cross-promotional & ticket sales programs with New York Islanders (NHL)

FELD ENTERTAINMENT | New York, NY**Regional Sales & Marketing Manager** September 2001 – July 2005**> Award-Winning Family Show Promoter | Media Trained Brand Ambassador | Experienced Dealmaker & Negotiator**

Promoted 250+ Disney on Ice and Ringling Bros. and Barnum & Bailey Circus shows with \$3.5M+/yr. advertising budgets at 15+ northeast venues including; Madison Square Garden, Nassau Coliseum & The Meadowlands. Consistently exceeded corporate projections on assigned engagements, won numerous corporate awards, and set records for ticket sales, revenue & attendance (MSG & Erie Gold Unit).

GLOBAL SPECTRUM | Tampa, FL**Marketing Manager** September 1999 – September 2001**> Corporate Growth & Acquisitions | Sales Development & Strategy | Corporate Communications**

Improved venue management company's overall growth from 7 to 25 facilities in 2 years through proactive industry research & preparing RFP responses on behalf of C-suite level executives for public assembly facilities; Also handled RFP's for Expo Centers, Ovations Food Services, Flyers Skate Zones & Front Row Marketing partners. Wrote, produced and designed quarterly corporate newsletters.

AWARD-WINNING MARKETER, EVENT PROMOTER & VENUE MANAGEMENT LEADER

Venue Marketing | Event Management | Show Promoter | Revenue Generator

516-724-4978 | ACE197624@yahoo.com | Huntington, NY | [LinkedIn](#)

EDUCATION

UNIVERSITY OF SOUTH FLORIDA | Tampa, FL (1994 – 1999)

Bachelor of Science, Marketing

Alpha Epsilon Pi International Fraternity (elected to serve multiple board roles), Conclave Chair | Intercollegiate Men’s Bowling Team

Piper High School, Sunrise Florida (1994) DECA, Finance Academy & Wrestling

Broward Country Finance Academy, Sunrise Florida (1994)

Alexander Muss High School in Israel, Hod Ha’Sharon, Israel (1993)

HONORS & AWARDS

Circus Ring of Fame Inductee – Advance Professional Group (2024)

The Paramount ranked as the #1 Club Venue Worldwide – Pollstar Magazine (2022)

The Paramount nominated as Nightclub of the Decade – Pollstar Magazine (2010-2020)

The Paramount Named #23 Hottest Club - Billboard Magazine (2014)

NY Blood Center Lifesaver Award (2019)

Promotion of The Year, Ringling Bros. Barnum & Bailey (2003)

PR Event of the Year, Ringling Bros. Barnum & Bailey (2003)

Best Team Effort in Supporting Role of an Event, Ringling Bros. Barnum & Bailey (2002)

Team USA – 15th Maccabiah Games; Israel (1997) Semifinalist Qualifier, Bowling

BOARD ROLES

Social Media Association of New York – Board Member (2026)

Huntington Township Chamber of Commerce - Board Member (2017-2021)

Nassau County Sports Commission - Board Member (2006-2010)

Alpha Epsilon Pi Int'l Fraternity - Multiple Chapter Board Positions (1996-1999)

Alpha Epsilon Pi Int'l Fraternity - Conclave Chairman (1999)

PROFESSIONAL AFFILIATIONS

President, ACE Marketing Agency LLC (EIN 38-4151670)

Member, National Sports Marketing Network (NSMN)

Lifetime Member, Alpha Epsilon Pi Int'l Fraternity

Member, Huntington Bicycle Club

VOLUNTEER ROLES

Town of Huntington Summer Arts Festival | Huntington, NY (2026)

New York Blood Center - Annual Blood Drives | Huntington, NY (2013-2023)

Super Bowl XXXV - Fan Fest Volunteer | Tampa, FL (2001)

PREVIOUS INDUSTRY EXPERIENCE

Tampa Bay Storm (AFL) | Tampa, FL
Account Executive / Game Day Supervisor (including ArenaBowl XII).....January 1998 – August 2000

Tampa Bay Rays (MLB) | Tampa, FL
Promotions Assistant.....April 1999 – September 1999

USF Sun Dome (now Yuengling Center) | Tampa, FL
Box Office Seller.....September 1997 – December 1997

Hoop – It - Up | Tampa, FL
Promotions AssistantJune 1997 – August 1997

LICENSES & CERTIFICATIONS

Imparture Training – Social Media & Digital Marketing Certification; Issued August 2018 (Credential ID #11875834)

AWARD-WINNING MARKETER, EVENT PROMOTER & VENUE MANAGEMENT LEADER

Venue Marketing | Event Management | Show Promoter | Revenue Generator

516-724-4978 | ACE197624@yahoo.com | Huntington, NY | [LinkedIn](#)

ADDENDUM

B2C & B2B EVENT PROMOTION

Concerts | Family Shows | Professional Sports | Minor League Sports | Comedy Shows | Theater Shows | Expo Center Events | Beer Fests
Boat Shows | RV Shows | Community Fairs | Outdoor Festivals | Sports Tournaments | Arena Shows | Trade Shows | Listening Sessions
Boxing & MMA Matches | Ice Skating Events | Circus Shows | Special Events | Religious Events | Ethnic Shows | Fundraisers | Exhibitions

AGENCY / VENUE / TALENT MANAGEMENT COLLABORATION

Live Nation | Ticketmaster | CAA | WME | AEG | MSG Ent. / RCE | Feld Entertainment | UTA | The Team (formerly Wasserman) | ICM | APA
SMG | Vee Corp. | Harlem Globetrotters | AGI | OVG | Monterey Peninsula | Insight Management | Red Light Management | Outback
Presents | Ground Control Touring | High Road Touring | Arrival Artists | Reliant Talent | Vector Management | Mint Talent | TKO | 5BAM
Metropolitan Presents | UAA | Sound Talent Group | Bowery Presents | ML Presents | Mills Entertainment | Gersh | C3 | Triple 8 | CMP
Regime | NorthStar | Azoff Music | SRO | Roots Agency | Works Ent. | RCAM | CID Ent. | Supreme Ent. | QPrime | Primary Wave | Partisan Arts

VENUE RELATIONSHIPS & EXPERIENCE

The Paramount (Huntington, NY)
Madison Square Garden (New York City, NY)
Nassau Coliseum (Uniondale, NY)
The Meadowlands (East Rutherford, NJ)
Pinellas Expo Center (St. Pete, FL)
Benchmark Int'l Arena (Tampa, FL)
Yuengling Center (Tampa, FL)
Tropicana Field (St. Pete, FL)
Erie Insurance Arena (Erie, PA)
Raymond James Stadium (Tampa, FL)
CURE Insurance Arena (Trenton, NJ)
PeoplesBank Arena (Hartford, CT)
Total Mortgage Arena (Bridgeport, CT)
Giant Center (Hershey, PA)
MVP Arena (Albany, NY)
Key Bank Center (Buffalo, NY)
Harry Chapin Rainbow Stage (Huntington, NY)