

OBJECTIVE

A desire to return to the event management/entertainment industry. To obtain a position where I can apply my strong organizational, communication and management skills, entertainment background and ability to work well with others.

EXECUTIVE SUMMARY

A experiential manager with over 25 years of entertainment involvement. Well rounded in a variety of areas in media; Television, Radio, Tour/Concert Management, Stage Management, Floor Directing, Event Management, Venue/Location Inspection. Highly flexible and adaptive contributor, adept at multi tasking, meeting deadlines and thriving in a fast paced environment. A self starter who works well both independently and in team settings. The capacity be a quick learner and can handle a high workload. Will display endurance, confidence, dependability and adaptability with a “whatever it takes” attitude to complete the project.

AREAS OF PROFICIENCY

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|--|-------------------------------|
| ◆ Event Management and Execution | Budget Management |
| ◆ Event Logistics | On-site Marketing/Hospitality |
| ◆ Domestic/International Tour Planning | Contract Negotiations |
| ◆ Strong Leadership Skills | |
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PROFESSIONAL EXPERIENCE

General Manager:

Light Media Holdings, Inc.(OTC:LGMH)/Atlanta, Georgia

2000-Currently

- Co-Created, Developed and Marketed Light Media Holdings, Inc.

Light Media Network Digital Advertising platforms, consist of over 100 digital properties, apps and social media platforms that provide clients with reach and visibility within and throughout the burgeoning \$9 Billion+ inspirational media space for content that inspires, enlightens and uplifts 24/7. Core Light Media Network Properties and Applications are highlighted directly below.

Reach Your Target Market Effectively and Efficiently 24/7 Worldwide: Sponsors and Advertisers realize the benefits of 360-digital and radio advertising reach 24/7 via audio/video commercials, banner ads, e-blasts and social media (content + community). For more information, visit: www.LightMediaNetwork.com.

Event Manager:

Entertainment Marketing/Chicago/Dominique's World Productions Atlanta, Georgia

1994 to 1999

- Owned and managed "Dominique's World Productions" a Entertainment/Event Marketing Company. Planned and executed marketing programs, promotions and special events for corporations and entertainment companies. Which included planning the scope of the event, soliciting bids, inspecting venues/locations, conferring with staff and monitoring event activities to ensure a successful event.
- Contracted by Jeff Sharp, General Manager of So So Def Entertainment to assist So So Def Recordings in marketing and promotions and execution of events of the 1999 Jermaine Dupri's So So Def Birthday Celebration throughout Atlanta. Inspected the venue/location for the DJ battle as well as performed the duty of stage manager.
- Implemented tour marketing and promotional programs for Anheuser-Busch, Inc. for the 37 city "1994 Budweiser Superfest Tour" featuring Patti LaBelle, Frankie Beverly and Maze, and After 7. Coordinated all on-site events and hospitality parties, secured permits, placed advertisements, and oversaw on-site marketing and promotions. Managed a \$10,000 budget per market which included the monitoring of spending by local wholesaler, reviewed bills and approved payments.
- Implemented tour marketing and promotional program for Anheuser-Busch for the 1995 Budweiser Superfest featuring Boys II Men, TLC, Montell Jordan, and Mary J. Blige." Coordinated all on-site events and hospitality parties, secured permits, placed advertisements, and oversaw on-site marketing and promotions. Managed \$10,000 budget per market which included the monitoring of spending by local wholesaler, reviewed bills and approved payments.
- Responsible for daily operations of the 1996 promotional tour of artist and performer Montell Jordan. Responsibilities included: coordination of In-store visits, radio station interviews, and miscellaneous public appearances. Managed supporting cast of 10 crew members, 5 band members, and 5 background performers. Responsible for \$5000 per week tour budget which included paying tour bus driver, tour overrides, artists and performers per diems, hotel rooms and air/ground transportation.
- Responsible for overseeing 1996 performances for LL Cool J and LL Cool J Touring Inc. Responsibilities included: Tour scheduling and management; Management and implementation of event set-up. Oversaw tour operations and coordinated tour promotions and marketing. Responsibilities also included monitoring the \$9,000 per week tour budget approving payments for tour bus driver, tour bus essentials, concert essentials (roses, lighter, throw away money off stage), hotel, tour personnel per diems and air/ground transportation and the disbursement of tour personnel weekly pay checks.
- Contracted by Momentum Marketing a Atlanta Event Marketing firm to assist the Director of Operations on the daily management of the 1996 Olympic Torch Relay presented by Coca-Cola. Responsible securing permits in 1400 cities and assisted on overseeing sales and advertising by vendors at the event in each city the Olympic Torch traveled.

- Implemented tour marketing and promotional programs for Anheuser-Busch, Inc. for the 1997 50 City Budweiser Superfest Tour featuring “New Edition”, BlackStreet, Keith Sweat, and 702. Coordinated all on-site events and hospitality parties, secured permits, placed advertisements, and oversaw marketing and promotions. Managed \$10,000 budget per market which included the monitoring of spending by local wholesaler, reviewed bills and approved payments.

- Responsible for daily operations of the 1997 Summerfest Tour featuring Mint Condition, Black Street, 112, Changing Faces, and Jay-Z. Responsibilities included: Tour scheduling and management; Management and implementation of event set-up. Oversaw tour operations and coordinated tour promotions and marketing. Located/inspected venue and advanced necessary equipment needs and labor request.

- Responsible for daily operations of 1997 Def Jam “How to be a Player” promotional tour featuring DMX, Redman, Foxy Brown, Richie Rich, EPMD, and Mic Geronimo. Responsibilities included: Tour scheduling and management; Management and implementation of event set-up. Oversaw tour operations and coordinated tour promotions and marketing. Approved the disbursement of per diems to artists and performers.

- Implemented the tour marketing and promotional programs of Anheuser-Busch, Inc. for the 1997 30 city Budweiser Superfest Tour featuring Mary J. Blige, Bone N’Harmony, Dru-Hill, Ginuwine, and Aaliyah. Coordinated all on-site events and hospitality parties, secured permits, placed advertisements, and oversaw marketing and promotions. Managed \$10,000 per market budget which included monitoring local wholesaler hospitality spending and approved bill payments.

- Recommended by Kevin Liles, President of Def Jam to develop and implement the Roc A Fella Family featuring Jay Z Tour. Jay Z would be one the opening performers on the Puff Daddy and the Family, “No Way Out World Tour” also featuring Ma\$e, Lil Kim, 112, The Lox, Lil Cease, Black Rob, Busta Rhymes, Foxy Brown, Usher & Kid Capri. Worked with Al Haymon Productions to develop and implement the position of Jay Z on the tour. Contracted and oversaw Chuck Whited Productions to create the tour backdrop, approved payments for development of tour essentials, hotels, ground transportation, per diems, tour bus, tour bus essentials and tour bus driver, tour bus overrides. Responsible for issuing security badges to tour personnel. Managed \$8000 per week tour budget.

- Endorsed by Skip Davis, Tour Manager for Al Haymon Productions to oversee promoter budget for Puff Daddy and the Family “No Way Out World Tour” Responsible for all accounting and management of the Bad Boy Touring, Inc. 1998 Pepsi presents the Puff Daddy and Family “No Way Out World Tour”. Responsibilities included: Management of \$15,000 per week tour road budget; Management of 70 tour personnel, Oversaw tour operations and coordinated tour personnel lodging, travel, approved stage crew per diems, artists and performers per diems and tour essentials (candles for Puff Daddy's dressing room, special food request by Puff Daddy's chef).

- Selected by Nick Light, Vice President of Operations/MCA Records and VP/Marketing Director Cassandra Ware to handle the daily operations of the 1998 Hot Summer Nights Promotional Tour featuring Melky Sedek (brother and sister of Wyclef Jean) , All City, Jesse Powell, Keith Washington, Nonchalant, and Regina Bell. Inspected, located venues, coordinated all on-site events and hospitality parties, secured permits, placed advertisements, and oversaw marketing and promotions. Responsibilities included managing \$7000 week budget which included hotels, ground transportation.

- **The Contemporary Group** St. Louis, Missouri

- Event Manager 1994 to 1998

Coordinated and executed “The CBS College Tour”. The interactive exhibit tour of current CBS Shows encompassed 45 universities throughout the United States.

Responsible for set up and tearing down of event and coordinating all on-site events and hospitality. As well as executing marketing and promotions for tour sponsors, CBS, AT&T, Columbia Pictures, Ford, Nestle, Tri-Star, Wendy’s, L’Oreal, Subway, and Maxell.

- **EDUCATION**

- **Luther Rice University & Seminary** Lithonia,GA

- Area of Study: Religion and Ministry May 17, 2013

- **University of New Orleans New Orleans, LA**

- Area of Study: Communications 1982 – 1987

EXPERIENCE: continued

- **WYES TV** New Orleans, LA

Studio Supervisor 1987 – 1990

Served as full-time Studio Assistant Supervisor for WYES TV. Assisted in the set-up and lighting of all studio and remote productions. Operate TV camera, construct and maintain sets. Serve as gaffer/sound tech for remotes. Produced mini jazz segments for public broadcasting.

- **WQUE Radio** New Orleans, LA

Announcer & Music Director 1988 – 1990

Simultaneously with position as Assistant Studio Supervisor for WYES TV, served as part-time on-air radio personality for weekend radio show. Assisted with in-market promotions and marketing.

- **WYLD Radio**

Announcer New Orleans, LA

1990 - 1992

Served as part-time on air radio personality “D Dominique” for weekend radio show. Assisted with in market marketing and promotions.

- **KTCA TV** Minneapolis, MN

Production Coordinator 1992- 1994

Responsible for program delivery and set-up. Scheduled programs and assisted Program Director in day-to-day TV station management responsibilities.

WRNB Radio Minneapolis, MN

Assistant Program Director 1993 – 1994

Simultaneously as Production Coordinator for KTCA TV, served as Assistant Program Director for WRNB. Developed weekly show format and coordinated radio programs.

PROFESSIONAL AFFILIATIONS

10 YEAR GRAMMY MEMBER-Nominated for Best Rock Gospel Album 2004