

Loren Feldman

Executive Summary

Creative and marketing executive with over 20 years experience seeking a remote position with a company that can utilize my strengths in creative design, marketing, and video production.

Experience

Principal | 1938 Media | Camarillo, CA. | 2004 - Present

Marketing Agency | www.1938media.com

I am a hands on creative director and run a boutique marketing agency. From strategy through execution I work with companies and individuals on a range of initiatives.

- Web and Print Design for companies of all types and sizes from Harissa Restaurant in Seattle to Advance Lithium Corp a publicly traded Canadian mining company.
- Field sales including, cold calling, office canvassing, email marketing, and referrals. Pitched all new business as well as ongoing account management.
- Social media management and strategy. We make sense of which platforms matter and then develop content and editorial calendars.
- Copywriting for marketing, press releases, presentations, and corporate communications.
- Video Production. We produce films, documentaries, and web video from concept through final production.

Creative Director | MusicVision | NY, NY. | 2001 - 2004

Digital Marketing Agency

- Managed a creative team of five while conceiving and executing creative campaigns for clients such as US Navy, Scion and Samsung.
- Developed an interactive marketing program for Scion Auto that resulted in 40% increase in web sign-ups.
- Pitched Fortune 500 clients in person explaining how we could help to develop campaigns that would drive awareness and action.

Vice President | California Socks | Los Angeles CA. | 1990 – 2000

Clothing Manufacturer and Retailer

- Developed the wholesale business from 0 to 100 accounts in first year including 7-11's and other retailers throughout the country.
- Managed and merchandised two retail locations. Hired and managed a sales staff of 10 people.

Account Executive | Horizon Networks | NY, NY. | 1984 – 1990

Direct Mail Marketing Company

- Responsible for sales and account management of direct mail services to business throughout the NY metro area. Averaged 50-70 deals annually.
- Cold called to generate the lead, wrote all copy, graphic design of the ad.

Skills

Web Design, Wordpress, MS Office, Video Production, Adobe, Final Cut, Premiere, Social Media Strategy.

Education

Manhattan C.C. - 1985 - 1987 A.A. Business Administration
Jericho HS, Jericho NY - 1980 -1984

Personal

Available for travel. References and samples of work available upon request.