

Charles McEnerney

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Resume + Recommendations: <http://www.linkedin.com/in/charlesmcenerney>

MARKETING | NEW MEDIA | PRODUCTION | BRAND MANAGEMENT

Designed, directed, and executed a wide range of marketing, sales, web marketing, promotion, and public relations campaigns for employers and clients in media, Internet, entertainment, publishing, and non-profit sectors. These include HBO, WGBH Boston, Fast Company and Inc. magazines, MovieMaker magazine, the Seattle International Film Festival, and Well-Rounded Radio. Achieved a wide range of expertise in print, Web, audio, video, and film production as well as launching new projects through integrated marketing campaigns. Effectively coordinated a diversity of resources to consistently deliver high impact strategic campaigns on time with budgets up to \$1 million.

Entrepreneurial | Innovative | Creative | High Energy | Self-Motivated | Results Driven | Resourceful

EXPERIENCE

- > Strategic planning
- > Developing marketing
 - + sales plans
- > Client management
- > Advertising + media campaigns
- > Community building
- > Team building, leadership, personnel + agency management
- > Creating partnerships
- > Web site launches + redesigns
- > Utilizing evolving Web + mobile media
- > E-commerce
- > Film, video, audio, + Web production
- > Writing + design
- > Developing sales collateral
- > InDesign, Quark Xpress, Photoshop, Illustrator, GoLive, Joomla, HTML, Acrobat, ProTools, Final Cut Pro, Garageband

PROFESSIONAL BACKGROUND

SOCIAL MEDIA + WEB MARKETING | Boston, MA | 2007 to present
Consultant

Working with product and web-based companies on web marketing, including utilizing viral video, audio/video podcasts, adwords, SEM/SEO, analytics, e-mail marketing, re-designs + re-launches, blogs, social networking, banner advertising, e-commerce, wikis, microblogging, PPC, and banner advertising to engage consumers with brands.

WELL-ROUNDED RADIO | Boston, MA | 2002 to Present
Host + Producer

Host + Producer of an online radio show (nee podcast) featuring in-depth interviews with songwriters, musicians, and music industry thought leaders. Produce show through all stages including research, coordination with artists and publicists, in-person interviews, writing scripts, audio editing, site updating, and extensive web marketing for each episode, including adwords, blog ads, and social networking promotion.

- > Built ongoing series of more than 50 audio interviews with more than 75,000 listeners in 2006.
- > Currently receiving 15,000 site visits per month with limited marketing budget.

WGBH BOSTON | Boston, MA | 2004 to 2007
National Marketing and Promotion Manager

Managed team of eight publicists in marketing WGBH's original lifestyle programming to secure national and local print, television, radio, and Internet media. Managed Station Relations representatives in working with 350 public television stations in broadcast system.

Oversaw creation of strategic plans for PBS' longest-running programs such as This Old House and The Victory Garden as well as creating strategic marketing plans for new series' premieres, including Real Simple, Gourmet's Diary of a Foodie, Food Trip with Todd English, Cooking Under Fire, The Hidden Epidemic: Heart Disease in America, America's Ballroom Challenge, and development of future programs.

Led production team to expand programming into audio and video podcasts (Simply Ming, The Hidden Epidemic, Food Trip, Victory Garden, Gourmet's Diary of a Foodie), social networking, and citizen-generated media (Gourmet's Diary of a Foodie). Developed and managed strategic partnerships with AARP, YMCA, and Reader's Digest. Improved online resource spaces and worked with department on utilizing new software to increase department's efficiency.

- > Created long-term strategy for launch of four new public television series for press, consumers, and public television system.

THE ATTENTION GROUP | Boston, MA | 2003-2004
Marketing Consultant

Leveraged industry experience to assist development of a public relations firm serving Boston cultural organizations. Developed and executed marketing and PR plans for clients including coverage in print, television, and radio mediums.

> Consistently secured a higher level of coverage for clients and higher attendance than previous firms had delivered.

FAST COMPANY AND INC. MAGAZINES | Boston, MA | 2000 to 2003
Marketing Sales Manager

Directed the creation and implementation of brand sales and marketing efforts, including strategy development, web presence, marketing tools (including editorial content marketing), and e-commerce (branded merchandise). Facilitated conceptualization and roll out of online consumer acquisition and retention strategies. Supported sales teams by designing effective, customized sales materials, including CDs, proposals, presentations, and video segments to gain sponsorships for live events such as the Inc. 500.

> Brought award-winning editorial and design consistency to all live event sales and marketing materials while reducing turnaround time to complete customized sales presentations for key prospects.

SEATTLE INTERNATIONAL FILM FESTIVAL | Seattle, WA | 1998 to 2000
Publications Manager (promoted from Promotions Manager)

Created marketing materials and coordinated promotional activities for the largest and one of the most prestigious film festival in the U.S. with an audience of 125,000+. Produced consumer print pieces such as flyers and event programs; authored editorial content for newspapers and scripts for radio giveaways; coordinated Public Service Announcements on television and in local theaters; and orchestrated free ticket distribution promotions. Supervised editorial and design assistants and coordinated numerous volunteers for publications and promotions tasks.

> Produced 25th Anniversary Commemorative Guide in only 3 months with limited funds.

> Saved thousands of dollars by bringing design and production of program guide in-house. New program received excellent response from attendees, sponsors, and partner companies.

MOVIEMAKER MAGAZINE | Seattle, WA | 1995 to 1998
Managing Editor (promoted from Subscription Manager)

Hired by owner to improve quality of this national trade publication aimed at filmmakers. Performed and participated in all activities associated with publishing an entertainment industry magazine, including defining editorial content, working with writers to secure articles, coordinating artists and photographers for cover art, managing subscription department, and resolving customer service issues. Supervised dozens of freelance writers and designers.

> Transformed publication from a black and white "fanzine" to a polished, professional title that is still in publication with same design template.

HBO (HOME BOX OFFICE) | New York, NY | 1990 to 1995
Senior Marketing Associate (promoted from Assistant to Director of Consumer Promotion)

Led and expanded the Off-Channel Promotion division charged with producing programming for non-traditional channels such as airline in-flight entertainment, amusement parks, and commuter hubs. Contributed to general consumer promotion projects for HBO original programming, including movies, comedy events, family programs, sports, and concerts. Worked with internal and external resources, including sponsors, to execute on promotional concepts. Administered budgets of \$600,000 to \$1 million.

> Added new airline clients, including Delta, United, Continental, and US Airways to Off-Channel division. Wrote and produced 100+ in-flight video promotional segments for 10+ airlines.

BOOMER PICTURES | New York, NY | 1987 to 1990
Production Manager (promoted from Production Assistant)

Coordinated talent, crew, location, and equipment for short- and long-term film productions, including commercials, feature films, and music videos for clients such as MTV, VH1, Elektra Records, HBO, Time-Life, Swatch Watch, and Saturday Night Live.

EDUCATION

NEW YORK UNIVERSITY, Tisch School of the Arts – New York, NY
Bachelor of Fine Arts - Film, Television, and Radio Production