

## MICHELLE SHERWOOD

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### ***Objective***

Highly motivated, energetic, and determined individual with extensive experience in the marketing media field, seeks a Consumer Marketing position within in an organization that will benefit from the education and vast knowledge in the workforce, while offering the opportunity for growth

### ***Professional Experience***

**MTV NETWORKS**, New York, NY

February 1987 - March 2007

*Marketing Manager* November 2003 - March 2007

- \* Developed and managed marketing initiatives for all of MTV Networks' consumer products and The MTV Store in Times Square;
- \* Oversaw the execution of promotional partnerships (including on-air, on-line and off-channel promotions, event logistics, sweepstakes and legal/rights & clearances) for Home Entertainment, Audio, Interactive, Publishing and Licensing;
- \* Supervised creative teams on production of consumer and trade marketing materials;
- \* Worked with research and development department to identify opportunities to expand customer base;
- \* Responsible for day-to-day communications with client/partner and 3rd parties;
- \* Strong relationships with external on-line sites, media outlets and retailers to establish brand awareness;
- \* Worked on various events which included venue negotiation, fulfillment of event materials, oversee creative executions, deliverables and general on-site management;
- \* Developed new business by creating a sales plan, supervising the creation of new advertising campaigns, and supervising the public relations agency MTV Networks, a company that provides multi-channel Interactive solutions;
- \* Created marketing partnerships with e-biz services, other music channels, as well as private vendors;
- \* Business Development, included cross promotion creation and database development for an independent music distribution;
- \* Created 3-dimensional web-solution, magazine brochures, billboards, and other various types of marketing solutions;
- \* Developed new business, handled business affairs, promoted and managed special projects;
- \* Responsible for creation/production of trade and consumer advertising, catalogs, point-of-purchase materials, brochures, sales conference tip sheets and courseware, trade exhibit materials, etc;
- \* Supervised in-house and outside vendor creative/production services;
- \* Responsibilities included developing department budget, purchasing media, hiring staff, and liaising with editors, authors, retailers, and media;
- \* Identified promotional opportunities that enhanced brand awareness and increased market share.

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*Marketing Coordinator*      September 1999 - November 2003

- \* Liaised with other internal departments for off-channel promotional opportunities and on-air product exposure;
- \* Coordinated internal and partner reviews of all production projects;
- \* Executed all aspects of sweepstakes and on-air contests including drafting official rules, legal review and fulfillment.

*Executive Assistant*      February 1987 - September 1999

- \* Coordinated and maintained an extensive meeting schedule;
- \* Prioritized a heavy volume of internal and external mail;
- \* Supported senior management and business operations with administrative and customer service efforts;
- \* Performing mass mailings, prepared reports and correspondence, and carried out general administrative functions;
- \* Selected to plan and direct setup of office layout and initial processes for new Director;
- \* Improved department manager's productivity and efficiency by designing new filing system;
- \* Increased staff morale levels by planning departmental and company events;
- \* Arranged conferences, meetings, conference calls, and travel arrangements for Manager.

***Education***

New York University (NYU), New York, NY  
Bachelors Degree in Applied Sciences, 1985

***Computer Skills***

Word, PowerPoint, Excel, and Outlook

***References***

Furnished Upon Request