Creative/Marketing Manager/Writer/Producer

[](https://www.linkedin.com/in/bill-kirschbaum-651a9820)

AWARDS

Brand Building & Positioning

Digital Marketing

Integrated Campaigns

Image and Topical Promotion

Social Media Content

Staff Management

Budgeting and Financial Management

Talent Direction

Project Management

Public Relations

Sales Presentations

Client/Affiliate Relations

Consumer/B2B/Email

Celebrity Interviews

NY State Emmy Awards

Promax Awards

Telly Awards

CTAM Mark Awards

Addy Award

NY State Broadcasting Association Award

Beacon Award

Gilbert Award

Cable Advertising Bureau Award

MARKETING & PROMOTIONS MANAGER

Altice USA/News 12 Networks/ August 2017-present

* Brainstorm and develop ideas for creative marketing campaigns.
* Manage outbound and inbound marketing activities through content development and optimization, advertising, and events planning. Liaise with external vendors to execute promotional events and campaigns.
* Laisse with community leaders and non-profits to create sponsorships and events.
* Manage in-house and freelance staff including scheduling and payroll.
* Manage and track marketing budget and finances for 7 News 12 regions.

FREELANCE WRITER/PRODUCER

Time Inc./Dec 2015 – Dec 2016

* Wrote/Produced Sizzle Reels for Fortune and Money Magazine marketing and sales group.
* Wrote/Created print/digital/video and social media ads for Time, Fortune and Money marketing group.

FREELANCE MARKETING/SOCIAL MEDIA MANAGER

Draper Asset Management/Union Partners Advisors/Sept 2016 – August 2017

* Created and managed marketing materials including emails, newsletters and sales material.
* Created and published daily content and ad campaigns on Facebook and Twitter. Created and maintained company website.

PROMOTIONS MANAGER

Meredith Corporation/August 2011 - June 2015

* Wrote/produced/edited show opens, episodic & image promos for daily nationally syndicated lifestyle show.
* Wrote marketing and promotional materials for print, web and social media.
* Wrote, produced and edited commercials/branded materials for clients.
* Managed affiliate relations and corporate communications.
* Managed contests and event promotions.
* Created and managed promotional tie-ins & integrated campaigns between Meredith brand magazines and show.
* Assigned and managed projects to show editors and camera crews.

linkedin.com/bill-kirschbaum

PROFESSIONAL EXPERIENCE

Create and manage award-winning promotions, advertising, marketing materials and strategies that engage the target audience, reinforce brand and increase ROI. Manage internal/external communications, social media. and affiliate relations. Staff and budget management.

631.361.9372

billk917@yahoo.com

SKILLS

CONTACT

PROFILE

Creative/Marketing Manager/Writer/Producer



Avid Media Composer

Final Cut Pro X

Google Suite

Microsoft Office

Mac OS X

Facebook Advertising

Twitter

Web Design

YouTube

Instagram

Snapchat

Oracle Financial Software

SENIOR WRITER/PRODUCER/EDITOR

Tribune Media-WPIX-TV/February 1998-July 2010

* Created on-air promotions for news, sports, sitcoms, syndicated and CW network programming.
* Wrote/Produced commercials and contests for sales clients.
* Created marketing and presentation materials for sales department.
* Responsible for managing in-game promotions for live sports events.
* Coordinated creation of in-game graphics, announcer copy, booth design, banners, and all other materials needed by producers and directors of live games.

SUPERVISOR, ON-AIR PROMOTIONS

Cablevision Systems Corp./1993-1997

* Created and managed on-air promotions for Cablevision corporate creative services department.
* Wrote/Produced promos and marketing materials for Pay Per View events and movies.
* Produced and hosted award-winning quarterly marketing video distributed nationally throughout company.
* Managed budgets and production staff.

SENIOR WRITER/PRODUCER/DIRECTOR

Rainbow Advertising/1986-1993

* Wrote, produced and directed television commercials for advertising clients in greater NY area.
* Attended initial client meetings, developed multiple concepts and storyboards, lead client presentations/pitch meetings, created budget, hired crews and talent, scouted locations.
* Directed shoots and managed edit sessions. Made final spot presentations and coordinated commercial flights with traffic department.

Work samples and more information available at:

[www.billkirschbaum.com](http://www.billkirschbaum.com/)

EXPERIENCE CONTINUED

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TECH SKILLS

CONTACT

EDUCATION

Bachelor of Fine Arts

NY Institute of Technology

National Honor Society