

Charmaine Calderón Balcerzak

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PROFILE: Charmaine Calderón Balcerzak owner of Entertainment Marketing Communications (EMC)/Majestic Sunset Production has a current position as a Producer and Marketing/Advertising Director. Traveling between the states of Colorado and New Mexico assisting directors and producers with their independent films. EMC finds businesses to receive brand recognition through films to offset the production cost by increasing additional revenue for films, with the help of businesses advertising and having their brand product placement in indie films the EMC represents. EMC/Majestic Sunset Productions has developed unique marketing strategies and media packages for businesses looking to advertise and expand their brand in films. With the film industry experience Charmaine was accepted as a member of IATSE as Production Coordinator and Hair/Makeup artist and has a salon studio within the production company.

EDUCATION:

Regis University, Denver, CO

Alumni Auditor-2011

Fine Arts in Film and Video Production

Regis University, Denver, CO

Master of Business Administration with emphasis of Marketing, Graduated: Aug. 2010

Additional Education Classes: International marketing, marketing strategy, advertising and promotion, consumer behavior product management and public relations.

University of Phoenix, Denver, CO

Bachelor of Science in Business Administration and Management, January 2007

WORK EXPERIENCE:

Entertainment Marketing Communications/Majestic Sunset Productions, LLC -CEO

Castle Rock, CO 2009- Present (Part-Time)

Producer/Production Coordinator:

- Consulting businesses with developing their core marketing objectives
- Developing profit and loss statements for the business
- Creating and keeping to the production budget
- Hiring and managing production crews
- Overseeing day-to-day operations
- Managing talent
- Advertising brands/Product Placement for companies in films
- Generating brand awareness
- Creating prestigious campaigns
- Setting up search engine optimization for businesses

- Creating press releases for advertising and promoting events

- Attending many social networking events
- Promoting and advertising with the latest social networks (Facebook, LinkedIn, etc.)
- Creating Corporate Videos to market to YouTube, social networks and websites
- Entertainment Marketing Communications (EMC) is a Hispanic, Economically Disadvantaged/Woman-Owned Small Business (EDWOSB)
- Eligible to work with the city, state and federal government for contracting bids

Charmaine's Bella and Colour Salon, Highlands Ranch, CO 1997-Present

Owner/Cosmetologist – (Part-Time)

- Provide customer service and sales to establish a growing clientele
- Manage two booth rental for stylists
- Purchase and manage products inventory
- Manage operations and budget financials
- Developing profit and loss statements for the business
- Conduct marketing, research analysis and strategic business planning to reflect current trends, forecast and practices
- Sponsor charitable events and benefits
- Consult the beauty industry on marketing (Allure Marketing Solutions, LLC.)
- Hair and makeup for film production

Business Community Mixer – Castle Rock/Castle Pines Location 2016 – Present

- **Once a month collaborating the local community businesses and connecting them with residents**

EVENT/TRADE SHOW EXPERIENCE:

- **Deco-** Trade Show through Local 7 GES and Freeman
- **Foreman on Trade Show** Through Local 7 Coast to Coast –National Business Media (NBM Show)

EXPERIENCE/LEADERSHIP ACTIVITIES:

- **Hispanic Chamber Foundation First in Leadership Program 2016**
- **Executive Forum Leadership Series 2016**
- **Executive Forum Leadership Series 2015**
- **Member and Liaison of IATSE- The International Alliance of Theatrical Stage Employees, moving Picture Technicians Artists and Allied Crafts of the United States**
- **Liaison Communication between the State Film Office and IASTE**
- **Co- Chair Ambassador, Hispanic Chamber of Commerce, Denver, CO November 2011-present**
Networking monthly with business members
- **Women In Networking/Win Committee-H.R Chamber of Commerce**
2013 Highlands Ranch, CO July 2012-2014
- **Committee W.O.M.E.N** with Castle Pines Chamber of Commerce created with team. April 2016

- **Hair/Makeup Artist** - HAPPY @#&ING VALENTINE'S DAY- short comedic film-Director Jeremy Dehn and Produced by Sheila Schroeder January 2016
- **Premiere Event Planner** - Full Feature “ Cop Car” Director Jon Watts: Starting Kevin Bacon, Camryn Manheim, Shea Whigham, James Freedson Jackson, Hays Wellford and Kyra Sedgwick – Released August 2015
- **Hair/Makeup Artist** – Jameson Whisky – “Open Doors” August 2015
- **Producers Assistant** - Jameson Whisky “ Open Doors August 2015
- **Hair/Makeup** - American Idol XV for Taylor Hicks and Brian O - July 2015
- **Producer, Full Feature Film:** “The Silver Moonlight” January 2012-August 2013
“The Silver Moonlight” a 50 min. film, will be playing at the Alamo Draft-House Cinema in Colorado. Trailer linked attached:
<https://www.facebook.com/video.php?v=743432469037731&set=vb.415615321819449&type=2&theater>
- **Hair/Makeup: Short:** “Fire Ripples” April 2013
- **Art Director**, Short Film: Hell Bank Note, October 2010-June 2011
- Overseeing hair, makeup, prop master and wardrobe
- **Marketing Director**, Short Film: Hell Bank Note -June 2011-2012
- Creating a press kit and marketing to film festivals
(Script Writer: Michael C. Martin, Producers: Sandra Gabrych and Trevor Pryce)
- **Script Supervisor for Short Film:** Forgive Me-August 2012
(Script Writer/Director: Andrea Martinez)

AWARDS/RECOGNITIONS:

- **Recognition and letter of recommendation from the past President and CEO Diedra Garcia February 2015**
- Recognized nationally in professional Excellence-Published in the Inspire Hair Fashion for Salons. Book Volume 61 page 25.
- Honorable mention in Colorado Stylist and Salon -June 2007

Links to imdb and Vimeo for additional production information:

<http://www.entertainmentmarketingcommunications.com>

<https://www.facebook.com/EntertainmentMarketingCommunications>

<https://pro-labs.imdb.com/name/nm5336389>

<http://www.pinterest.com/Charmainecb77/>

<http://vimeo.com/97447591>

http://InstagramCharmaines_Bella_Salon