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OVERVIEW

Call it what you will . . . Advertising, Marketing, Promotions, Internet, Social Media, Public Relations, Publicity, B2b, B2c . . . in the end, it's all about *Communicating Ideas*. I bring to your table a proven track record in conceptualizing, developing, and implementing ideas to achieve the desired end result: *Success*, however you choose to define the word.

Communicating is all encompassing. The musician *communicates* in every performance; the artist, in every painting; the teacher, in every lecture; the journalist, in every article; the advertiser, in every commercial; the marketer, in every presentation; the producer, in every broadcast. In all cases, the underlying goal is to effectively *communicate* an idea that will elicit an immediate emotional response.

I have the big-picture vision to entice a broad consideration of your organization, and the ability to consolidate ideas into a well conceived *Plan of Action* that addresses the elemental questions:

Who?
What?
Why?
Where?
When?

PROFILE

I received the New York State Chancellor's Award for Excellence in Teaching as a Professor of Music. Twenty-three years later, I was recruited as a Professor of Advertising/Integrated Marketing Communications. In the years between, I founded a Music Production and Publishing company that grew to become a nationally syndicated Advertising, Marketing and Production agency, increasing market share for thousands of retail businesses across the United States. I've worked with a variety of national organizations; I was a founding shareholder in a national franchise company; I've delivered Educational Advertising Seminars to 10,000+ business owners and managers under the banners of their national franchise companies, cooperative buying groups, manufacturers, and trade associations. A published author and composer, I've arranged music for internationally acclaimed Jazz artists. I'm an accomplished studio musician and concert performer, and I produce original programming for radio broadcast.



EXPERIENCE

OWNER, [JEFFRESNICK.COM](http://www.JeffResnick.com), WILLIAMSBURG, VIRGINIA

Providing Integrated Marketing advice and services to business owners;
Writing and publishing;
Teaching in the college/university environment;
Producing short-form commercials and long-form programs for electronic media broadcast.

VISITING PROFESSOR, WEST VIRGINIA UNIVERSITY, MORGANTOWN, WEST VIRGINIA

Faculty in Advertising and Integrated Marketing Communications:
Introduction to Advertising and Promotions;
Advertising Design;
Introduction to Electronic Media;
Advertising Campaigns;
Introduction to Journalistic Writing.

OWNER, RESNICK MEDIA ASSOCIATES, INC., ROCHESTER, NEW YORK

Nationally syndicated Advertising, Marketing and Production agency, specializing in big-ticket retail advertising campaigns primarily in the automotive, floor coverings, and home furnishing industries.

Negotiated ad production and media contracts from \$10,000 - \$1,000,000 on a regular basis;

Secured and serviced a nationwide client base in several industries;

Designed and oversaw multimedia productions studios (audio, video and print), computer-assisted media planning and buying department;

Founding shareholder/partner in a national floor covering franchise company, participating in franchise sales and directing the in-house national advertising agency, and developing/implementing effective advertising strategies and campaigns on behalf of the licensed franchisees nationwide;

Sold his company to the above-referenced franchisor.

PROFESSOR OF MUSIC, GENESEE COMMUNITY COLLEGE, BATAVIA, NEW YORK

Faculty:

Director of new Instrumental Music program;

Music Fundamentals;

Music Theory I-II;

Music Appreciation;

Jazz Ensembles;

Improvisation Techniques;

Introduction to Jazz and Pop Music.

New York State Chancellor's Award for Excellence in Teaching.

EDUCATION

State University of New York at Buffalo — BA, Music Theory/Composition, 1970

State University of New York at Buffalo — EdM, Music Education, 1971

SKILLS

Conceptualist;

Story teller;

Copy-developer/Writer/Editor

TV and Radio voice-over artist;

Oversee successful media negotiations in virtually every United States media market;

Recruit, train, and lead a team of full-time employees, and directing the activities of independent contractors on a project basis;

Conceptualize, plan, develop, produce, implement and manage all variety of national, regional and local advertising campaigns and marketing programs in virtually every United States media market;

Deliver educational advertising seminars and workshops to 10,000+ business owners and managers at their national trade shows, conventions, and buying markets (More that a few TV, radio and newspaper executives were known to sneak in, uninvited!);

Internet site development/writing;

Well versed in both Mac and Windows operating platforms (iWork and MS Office);

Music producer/performer;

Multitrack audio studio engineer;

Business Management;

Contract Negotiations;

PERSONAL TRAITS

Accomplished, Knowledgeable, Trusted, Respected, Creative, Communicative, Well-liked, Mentoring, Personable, Mature, Youthful, Engaging, Open-minded, Humorous, Expansive, Accepting, Innovative, Original, Driven, Mellow, Patient, Humble.

CLIENTS

Jeff's Advertising Campaigns and Promotions have been licensed to 2,500 floor covering retailers, home furnishing retailers, and automotive dealers. He has worked with a variety of national organizations, including:

- CCA Global Partners
- The Maxim Group
- NADA
- TVB
- NHFA
- WFCA
- Kincaid Furniture

REFERENCE

For details and testimonial referrals, visit www.JeffResnick.com