

Professional Experience

2003 – July 2009 Bally Total Fitness Corporation Saddlebrook, NJ

Field Marketing Manager/Production Assistant

- Responsible for all local marketing strategies for 21 clubs
- Create programs to increase revenue, and drive traffic through-guerilla marketing, strategic partnerships, and in-club special events and promotions-partners to include: NY Knicks, NY Liberty, & NY Rangers
- Coordinate, and plan all local community events to create brand awareness
- Research various demographics to conduct successful marketing promotions
- Marketing support for all departments including Personal Training, Retail, Group Exercise, and Sales to drive profitability
- Create all in club print ads and promotions
- Assist Clubs in achieving success in all member referral programs via in club promotions, print ads, etc
- Implement and maintain club co-op programs and incorporate them into corporate leads
- Strategically plan-marketing events for 110% gross clubs through promotions, co-ops, print ads, lead boxes and direct mail
- Responsible for local radio buys including spot usage, on air promotions, internet promotions, and in club on air personality events
- Assist Corporate Marketing Department on national, and local Bally Total Fitness Commercials (casting and directing extras, club operations, pre production, and post production)
- Assist Bally Total Fitness Public Relations department for in club production of NBC's The Apprentice

2000 – 2003 Bally Total Fitness Corporation New York City, NY

Customer Service Supervisor

- Created and implemented new on-site customer service training programs to entire NY/NJ Area
- Produced Bally Total Fitness Front Desk Handbook and In-Training Ribbons
- Measured guest satisfaction through in-club surveys, and focus groups to enhance customer service
- Created in-club inspections to ensure 100% satisfaction focusing on cleanliness, uniforms, and in-club secret shopping
- Created, Implemented, and Operations director for 5 Grand Openings using specific marketing strategies, such as street teams, print, radio, in club sales goals, entertainment, and event operations

1999 – 2000 Walt Disney World Co., Epcot Orlando, FL

College and International Programs, Special Events Coordinator

- Coordinator for all Epcot Signature Events including
- Coordination included scheduling over 80 international cast members, onsite training, supervision during the events and guest service
- Trainer for cast members on guest service and guest satisfaction using Walt Disney World traditions and values
- Assisted Guest Relations Cast Members in 4 day on-site Disney World Overview
- Liaison for all international cast members and upper management
- Assisted in all Epcot Millennium Celebration events including:
 - *Millennium Press Event
 - *Walt Disney World Millennium Celebration commercials
 - *Epcot Tapestry of Nations Parade

1998 – 1999 Walt Disney World Co., Epcot Orlando, FL
World Showcase Fellowship Ambassador, Epcot

Worked and lived with 87 internationals from 16 different nations

- Acted as a liaison between international cast members and Disney upper management
- Assisted in training programs for guest service and guest relations
- Coordinated and implemented guest service programs such as Epcot Family of the Day, Cultural School Visits, One on One Guest Interaction, and VIP Tours
- Implemented and conducted a six hour presentation for 87 internationals and Disney upper management on the United States
- Participated in various Walt Disney World Training Programs including:
*Leadership, Marketing & Guest Service
- Editor of Fellowship Ambassador Yearbook
Promoted to Middle Management within 6 months of program

1997 – 1999 International Association of Amusement Parks and Attractions

Human Resources Committee

- Planned and moderated workshops geared toward amusement industry personnel professionals for annual convention and trade show. Workshops include:
*Training Team Members, Motivating Employees, How to Find Good Employees
- Produced receptions involving stage work, entertainment, and food/beverage for over 600 people

1997 – 1999 NBC Today Show New York City, NY

Advertising and Promotions Department - Assistant to Producer (Intern)

- Created sound libraries for four edit rooms
- Produced and directed internship video for NBC & The College of Staten Island
- Researched and logged tapes for all on air promotions
- Used as talent for on air promotions

Education

June 1998 The College of Staten Island Staten Island, NY

Bachelor of Science, Corporate Communications

Elected Vice President of Communication Club

Spring 1998 The American University of Rome Rome, Italy

Participated in study abroad program on tuition scholarship

**Awards
Received**

International Association of Amusement Parks and Attractions
Walt Disney World Company
Best Workshop Award
How to Find Good Employees
***Lifetime Achievement Award
Partners in Excellence Recipient
Bally Total Fitness Corporation
Elite Performer Award

References

Available upon request