

# AMI GOLDWASSER

Award-winning, multi-platform marketer and event producer with fifteen+ years of experience in experiential marketing, content marketing, strategic planning, and brand positioning via live events, print, film, digital, and social. Results-oriented executive and dynamic communicator with superior problem-solving skills. Highly organized strong leader with effective management skills, budgeting expertise, and client services.

## **WRG LIVE**

December 2018 – Present

*Executive Producer, Freelance*

- Oversee the production of multiple events within the WRG Live family including pharmaceutical launches, conferences, and meetings
- Source and manage production teams including staff and suppliers
- Work with the Sales and Client Management teams for client pitches including budget, content, and advisory elements

## **HAVAS SPORTS & ENTERTAINMENT**

December 2017 – May 2018

*Senior Account Director*

- Oversaw the experiential team that works as a hybrid of account services and production
- Developed and maintained high-level client and vendor relationships
- Executed powerful experiences via Nationals Sales Meetings & Conferences and consumer events
- Managed speaker and entertainment outreach and execution for client conferences and events
- Clients/programs included: Juluca Launch for GSK/ViiV Healthcare, Red Nose Day for Comic Relief, X.O. Odyssey Experience for LVMH Moët Hennessy, NFL Draft Experience presented by Dannon® Oikos® Triple Zero

## **FASHIONISTA.COM**

June 2016 – November 2016

*Event Producer, FashionistaCon 2016*

- Conceived and executed one of the leading fashion industry conferences in the digital fashion space
- Constructed a results-driven, on-brand marketing campaign, resulting in a 19% increase in ticket sales
- Orchestrated the participation of 40+ speakers, created itineraries, speaker briefs, and main stage run of show documents, which garnered high ratings on post-event speaker surveys
- Improved the packaging and development of the conference with regard to staging and decor, marketing and promotion, consumer engagement, and sponsor activations
- Increased value of gift contributions through strategic outreach
- Enhanced main stage production through staging, lighting, audio and video components, and vendor/crew hiring and management

## **PREVENTION MAGAZINE**

May 2013 – February 2016

*Project Lead, Prevention R3 Summits 2013, 2014, 2015*

- Instrumental in the creation of Prevention's first-ever experiential platform - an annual health, wellness and culinary event which generated over \$500K in sponsorship, ticket, and media revenue, and was awarded Best Event Program at the 2014 Integrated Marketing Min Awards
- Contributed to the development and execution event programming and main stage presentations, and orchestrated the participation of over 20 celebrity speakers and panelists
- Created customized sponsor integrations and consumer experiences, resulting in repeat sponsors and consumers from year to year
- Conceived and executed event's branding and marketing initiatives including digital, social, print, radio, television and guerilla marketing

## **MANHATTAN JEWISH EXPERIENCE**

November 2012 – April 2013

*Project Lead, Gala Dinner*

- Produced organization's annual fund-raising gala dinner
- Developed and managed event website, invitations, social campaigns, advertising, publicity, catering, entertainment, timelines, budget, talent, and main stage programming
- Improved the gala's visibility in the press and secured increased press coverage

## **MTV NETWORKS**

November 2011 - January 2012

### *Project Lead, All Hands Meeting*

- Produced company's annual national sales meeting for Comedy Central, Spike TV and TV Land networks
- Consulted network's senior executives on presentations, video packages and stage direction
- Created and managed event budget, timelines, rehearsals and stage crews

## **WENNER MEDIA – Men's Journal, Rolling Stone & Us Weekly**

May 2006 – September 2008

### *Corporate Integrated Marketing Director*

- Led corporate marketing initiatives for key advertising categories: Automotive, Consumer Electronics, Entertainment, Food & Beverage, Liquor, Music, Pharmaceuticals, and Telecommunications across all Wenner brands
- Collaborated with Publishing, Sales Management, and Editorial Teams to showcase brand assets and offerings by developing 360° marketing opportunities that drove revenue across print, digital, mobile, and social platforms
- Conceived and supervised special advertising sections for advertisers including content strategy, talent negotiations, and custom shoots. Resulted in a win at the 2009 Min Integrated Marketing Awards for Best Advertorial, Showtime's Dexter, Rolling Stone & Us Weekly
- Spearheaded the development and production of branding and creative materials including sizzle reels, media kits, sell sheets, and presentations in support of Ad Sales
- Popularized a portfolio of integrated marketing and experiential programs: Us Weekly Hot Hollywood Franchise, Us Weekly Fashion Week Program, Rolling Stone All Access Concert Series, Rock & Roll Hall of Fame and custom advertiser events such as the Verizon Wireless Grammy Party featuring Justin Timberlake
- Oversaw and developed a team of marketers in the areas of creative, marketing, and research

## **WARNER MUSIC GROUP**

July 2005 – December 2005

### *Project Lead - Kevin Liles Make It Happen Book Tour*

- Produced a 14-city book tour for the Executive Vice President of Warner Music Group
- Developed branding initiatives including merchandising and publicity
- Created tour itinerary and secured colleges and universities for speaking engagements
- Sourced, sold, and activated tour sponsorships

## **O, THE OPRAH MAGAZINE**

January 2005 – July 2005

### *Project Lead – Live Your Best Life Tour*

- Worked in tandem with the magazine, Oprah Winfrey, and all of the Oprah properties to develop one of the biggest and most high profile media events in the industry
- Managed a staff of 25 including marketing, creative services, publicity, sales, and event production
- Organized sponsorship participation and integration into event theme
- Supervised ticketing company and managed all ticketing logistics

## **THE HEARST CORPORATION**

May 2002 – April 2004

### *Corporate Event Marketing Director*

- Executed full-scale experiential programs including sales and marketing meetings, magazine launches, client entertainment, and employee incentive programs

- Communicated company initiatives and messaging at trade shows and industry events (CEW, Basel, High Point), and client meetings through program development, video production, presentations, marketing materials, and agendas
- Secured speakers and celebrities for events and conferences
- Consulted executives on event programming, scripting, technical production, and vendor negotiations
- Managed company's charitable giving via fundraising, gala events, journal ads, and gift bag contributions: Unicef Snowflake Gala Ball, United Way Employee Giving Program (raised over \$750,000)
- Managed CEO and President's participation in speaking engagements and provided briefing material and on-site support

## **TRIBECA FILM FESTIVAL**

April 2002 – May 2002

### *Hospitality & Merchandising*

- Co-produced VIP Hospitality Suite including talent, staging, catering, sponsorships and promotions
- Managed Festival Headquarters: information center, concierge, registration, credential distribution
- Developed merchandising strategies, oversaw display and operations for a dozen sales locations
- Secured contents for gift bags

## **SONY PICTURES CLASSICS**

March 2000 – April 2002

### *Global Marketing Manager*

- Planned and executed global marketing campaigns and film premieres
- Created marketing components for the in-theater and DVD release of the 3D Cirque Du Soleil film
- Produced marketing collateral including EPK's, TV and radio spots, one-sheets, and trailers
- Developed partnerships to underwrite marketing costs through cross-promotions and sponsorships

## **FRENCH CONNECTION**

June 1999 – March 2000

### *Marketing & Public Relations Coordinator*

- Launched company's website and created the foundation for online operations
- Collaborated with advertising agencies on national campaigns, press releases, and media placement
- Worked with magazine editors and entertainment companies to secure product placement
- Planned and executed fashion shows, store openings, and showroom events

## **AWARDS**

2014 Min Integrated Marketing Awards: Best Event Program, Prevention R3 Summit

2009 Min Integrated Marketing Awards: Best Advertorial, Showtime's Dexter/Rolling Stone & Us Weekly

## **EDUCATION**

B.A. Social Science - The University at Stony Brook

## **VOLUNTEER**

Brady Campaign & Center To Prevent Gun Violence

June 2015

*Event Producer - National ASK Day, America's Largest Play Date*

Kibbutz Ein-Hashofet, Israel

September 2009 – June 2010

*Creator and curator of the Ein-Hashofet Cultural Center*