

ADAM GINSBERG

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SUMMARY

Multi-talented Executive skilled in Management, Sales, Advertising and Marketing, with experience ranging from publishing to the film, event and entertainment industries. Creative and capable of planning, problem solving, working within budgets, and increasing sales and profits. Further skills include audio engineering, radio host, film and event producer, actor and voice artist.

EXPERTISE

- Leader/Manager
- Problem Solver
- Creative/Visionary
- Professional
- Online/New Media
- Account Management
- Sales Training
- Publishing
- Team Player
- Self-directed
- Internet Research
- Project Management

PROFESSIONAL EXPERIENCE

11/2006 – Present

Producer, Actor, Host

TwitchTwitch Productions – Long Island, NY

- Producer of films, film festivals, convention events, radio shows, live theatre and haunt/Halloween attractions.
- Live event and Radio Host
- Film and Theatre Actor as well as Voice Over Artist
- Successfully guided the company from launch to one of the premiere event/production companies in the Northeast.
- Created and performed in a unique live comedic stage show with a successful theatrical run over 3 seasons. The show was picked up and aired on The Monster Channel in 2012.
- Created and hosts a syndicated radio program featuring unique entertaining content inclusive of interviews, skits, and music. Now hosting a second syndicated program featuring friendship and advice.
- Developed the marketing strategy for the company with little to no budget, utilizing social media, conventions, limited advertising, networking and live events.
- Has Produced 7 films and Acted in over 20 films as well as numerous live theatrical plays including a run off Broadway. Predominantly plays lead roles. Revels in bringing characters to life.

5/2006 – 5/2014

Associate Publisher, Director Online Advertising & Marketing

Advanced Research Media, ARM Digital Division – Long Island, NY

- Responsible for the complete monetization of all of the company's online, digital, video, and radio efforts.
- Conceived the entire advertising strategy for the company's 3 websites, inclusive of sales strategy for Online, Video, Radio, Digital magazines, site specific event sponsorship programs, and the integration of print as needed for winning media plans for site clients.
- Implemented the company's sports nutrition store from idea to running online presence. Oversaw and maintained the store from inception (2006) to 2011 (5 years).
- Actively responsible for and sold, all online/digital/rich media offerings produced by the company.
- Oversaw the creative direction of all online site content from inception to present. Inclusive of choosing print content to be repurposed online, site layout and design.
- Forecasted, and budgeted ARM Digital, in order to keep projects financially viable.
- Successfully launched and maintained the digital division and of the company with profit from first year of launch and consistent year over year sales growth over goals.

1/2001 – 5/2006

Associate Publisher

Advanced Research Press, Print Magazine Division – Long Island, NY

- Trained and managed sales team for all of the company's magazines.
- Hands on Publisher who sold as well as oversaw the sales of the team.
- Forecasted, budgeted and motivated sales team to achieve sales projections.
- Worked closely with the editorial department to unify the focus and direction of the magazines (story ideas, cover lines, cover and inside photography, etc.).
- Conducted outside meetings and presentations with clients and prospects.
- Supervised monthly print run of the magazine as well as coordinated and oversaw all ancillary print projects and specialty publications.
- Planned and purchased Ad and marketing media for the magazines (print ads, commercials, booth space, etc.).
- Successfully launched 2 new national fitness magazines.
- Oversaw, and actively sold advertising within one of the publications growing it into a consistent 400 plus page magazine every issue (reached 448 pages as a high).
- Successfully created and launched a specialty publishing division.

11/1999 – 1/2001

Vice President of Sales & Marketing

Benning Communications, strivemedia – Manhattan Beach, CA

- Recruited to oversee national launch of **Strive magazine**.
- Handled all aspects of sales (i.e. hired team, managed, trained, forecasted, budgeted and actively participated in sales calls and presentations).
- Conceptualized & created all marketing materials (inc. media kits, rate cards, promotional items, trade show booths, etc.).
- Planned and purchased other media for the magazine (print ads, commercials, booth space, etc.).
- Successfully took a small regional publication from Southern California and brought it National

1996 – 1999

Director of Advertising, Marketing & Circulation

Advanced Research Press, Muscular Development Magazine – Long Island, NY

- Amassed a database of over 800 clients and prospects that began with 60. Doubled ad pages sold and ad revenue per issue within 1st year of employment. Doubled total subscriptions within 1 1/2 years.

1994 – 1996

Advertising Executive

Bedrock Communications, Inc., Facilities Magazine - *Manhattan, NY*

- Within 12 months, built a database of over 900 clients and prospects. Active clients included; cities, hotels, arenas, convention centers and the various product and service companies that serve the meeting, convention, event and facility industries.

1989 – 1994

Advertising Executive

This Week Publications, Inc. & WLUX 540 AM – Long Island, NY

- Top Revenue Producer three consecutive years in the Western Suffolk sales region. Consistent top ten account and revenue producer within the company (over 70 advertising executives).

MILITARY

9/1986 – 1/1989

Specialist 4 – Light Wheel Vehicle Mechanic

United States Army - USA, Germany

- Honorable Discharge

EDUCATION & TRAINING

- **Min Internet Advertising Workshop**, Manhattan, NY. Specialized course in online advertising sales and strategies.
- **Connecticut School of Broadcasting**, Hasbrouck Heights, NJ. Scholarship Recipient Extensive specialized training in Radio and Television Broadcasting and Engineering.
- **State University of New York**, Farmingdale, NY. Advertising Art and Design