



Summary Highly accomplished Communications Specialist and Content Creator with 30 years of experience in marketing and advertising, and 34 years across diverse media (print, radio, video, digital). Proven track record in developing and executing successful marketing and advertising campaigns. Adept at managing teams to create, measure, and optimize campaigns across multiple channels. Passionate about solving complex communication challenges through integrated solutions and impactful storytelling. Seeking to leverage expertise to elevate brand presence for forward-thinking organizations, particularly in the Hollywood - Dania Beach, South Florida area.

Experience

Founder & Lead Communications Strategist Agency by PlayMas.Today, Hollywood, FL | Jan 2025 – Present

- Established and lead a boutique communications agency focused on integrated communication solutions.
- Develop and implement comprehensive communication strategies across digital and traditional platforms.
- Oversee high-quality content creation, including video production, digital media, and written content.
- Manage client relationships, ensuring strategic alignment and impactful results for diverse projects.

Chief Marketing Officer DistinctiveImpression MMG, Atlanta, GA, US | Sep 2006 – Present

- Manage and acquire audio/video programs, driving content strategy and production.
- Secure sponsorships and endorsement deals, significantly enhancing brand visibility and revenue.
- Plan and manage comprehensive social media branding campaigns for impactful digital presence.
- Strategically plan special and contractual destination events, ensuring cohesive communication and marketing effort

Center Specialist FedEx Kinko's/Office, Atlanta, GA & New York, NY, US | Oct 2005 – May 2008

- Directed work of production team members and provided training, ensuring high-quality output of communication materials.
- Assumed roles of shipping specialist, customer consultant, and production operator, overseeing end-to-end client projects.
- Provided expert customer service, anticipating needs and suggesting effective communication alternatives.

Lead Graphic Artist On Site Advertising Solutions, Sandy Springs, GA, US | Apr 2005 – Sep 2005

- Developed compelling graphics and layouts for product illustrations, company logos, presentations, and websites.
- Wrote videos and designed treatments, contributing significantly to visual storytelling and brand messaging.
- Managed a team of two, ensuring project deadlines and creative standards were met.

Copy Center Associate Staples, Lithonia, GA, US | May 2004 – Jun 2005

- Provided essential desktop publishing solutions for corporate and small business clients (e.g., flyers, business cards, brochures).
- Assisted with the production and finishing of presentation material for corporate and small business clients.
- Reviewed client-produced design layouts and suggested style improvements as needed.

Correspondent Mecca Entertainment, Atlanta, GA, US | Jan 2003 – Jun 2004

- Researched and reported on social, cultural, and political events in the Atlanta, GA area.
- Conducted interviews with urban recording artists, honing communication and interviewing skills.

Radio & TV Personality Mecca Entertainment, Nassau, BS | Jun 2001 – Dec 2002

- Wrote and voiced radio advertisements.
- Assisted in the creation, development, and production of show segments for "PHAT Saturdayz."
- Co-Hosted "PHAT Saturdayz," the #1 ranked urban format radio show in its time slot.
- Hosted "TEEN Scene" TV Show on ZNSTV13, managing on-air presence and interviews.

Graphic Artist Bahamas Business Solutions, Nassau, BS | Feb 2001 – Dec 2002

- Designed and created graphics to meet specific commercial/promotional needs.
- Consulted with clients regarding layout design, providing expert advice.
- Reviewed client-produced layouts and suggested improvements as needed.

Skills

- Communication & Content Strategy:** Integrated Marketing Communications, Brand Messaging & Storytelling, Public Relations & Media Relations, Content Strategy & Planning, Internal Communications, Crisis Communication Planning.
- Content Creation & Production:** Video Production (Pre- & Post-Production), Videography, Sound Design, Shot Composition, Visual Communication, Copywriting, SEO Content Optimization, Digital Content Creation, Web Content Development, Scriptwriting, Photojournalism, Desktop Publishing.
- Media & Digital Marketing:** Social Media Management & Branding, Multi-Channel Campaign Optimization, Digital Marketing Communication, Email Marketing, Event Documentation & Storytelling, On-Camera Talent & Hosting.
- Management & Leadership:** Team Leadership & Training, Project Management, Client Consultation, Sponsorship & Endorsement Acquisition, Campaign Measurement & Optimization, Operations Management.

Education

Mass Communication - Associate of Applied Science (AAS) Borough of Manhattan Community College/CUNY, New York, NY, US | 1999