

GREGORY A. KING
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SUMMARY OF QUALIFICATIONS

Over 13 years of significant leadership and management experience.
Over 12 years of experience in Direct Marketing, Integrated Online Marketing and Client Services.
Over 10 years of experience as public relations professional.
Over 8 years developing successful marketing and advertising programs for top tier clients.
Over 7 years of experience drafting winning corporate sponsorship proposals.
Innovator in online marketing strategies and business development partnerships.

EDUCATION **VANDERBILT UNIVERSITY** Nashville, TN
OWEN GRADUATE SCHOOL OF MANAGEMENT
Master of Business Administration
Concentrations: General Management, Marketing, Leadership

HOWARD UNIVERSITY Washington, DC
Bachelor of Arts
Major: Communications (Journalism)
Minor: Sociology

EXPERIENCE **L'OREAL USA** New York, NY

Summer 2008 *Brand Manager – MBA Internship* (Global Marketing - Innovation)

- Developed consumer product line from concept to completion including product development, consumer research, creative development and market analysis.
- Managed and served as subject matter expert on MAGIC Portfolio of Men's face products.
- Conducted consumer and product research utilizing IRI technology, surveys and facilitated focus groups, to aid in developing marketing strategy.
- Determined viability and potential success of product concept, positioning, packaging, and competitive landscape.
- Managed creative process.

2000 – 2007 **THE BIG BALLOON COMMUNICATIONS, INC.** Los Angeles, CA
President

- Founded full service marketing, advertising, and public relations firm in 2000 with \$20,000 in personal investment and grew revenue to \$700,000 in five years. Managed and oversaw team development.
- Designed winning marketing proposals securing hundreds of thousands of dollars for corporate events.
- Designed viral marketing strategies targeting young consumers for Fox Entertainment Group, NBC/Universal, Disney, City of East Los Angeles, and the City of Compton.
- Lead brand marketing teams/strategies utilizing new technology, telecommunications, viral and traditional advertising mediums to reach targeted consumers.
- Developed and negotiated strategic marketing partnerships reducing client costs significantly.
- Increased target demo awareness in most cases on average of 120 percent or more for clients.
- Established strategic partnerships and cross-promotions with organizations and companies (e.g., City of Los Angeles, EZOC, Hennessey, Lincoln-Mercury, Nike, etc.) to extend product and brand awareness and reduce clients marketing expenses.
- Managed relationships with innovation firms to enhance traditional marketing programs.
- Served as publicist with nationwide media contacts in all categories (e.g., print, electronic, online).

- Increased client revenues by launching email marketing services.
- NBC STUDIOS (Enterprises)** Burbank, CA
1997 – 2000 *Manager, Corporate Licensing & Merchandising*
- Structured and negotiated all consumer product licensing deals for startup division, NBC Enterprises. Responsible for the design of product portfolios and defining product vision, features & requirements, business cases and promotions to increase brand awareness and product sales.
 - Managed creative teams to produce on-air content showcasing new music artists.
 - Drafted on-air promotional scripts and developed story boards for product integration on-air, online and in-show.
 - Spearheaded all production and execution of creative materials for licensing campaigns for 14 NBC productions (including Saturday Night Live, Will & Grace, TNBC) and for national tradeshow including the Licensing Show and NY Toy Show.
 - Oversaw multiple projects simultaneously and led the division to profitability in start-up area within 18 months from launch date.
 - Coordinated stunt-casts with show producers to integrate musical talent into television shows.
 - Developed marketing strategies to launch NBCi, company's first online fully integrated ecommerce platform. Utilized Nielsen Media Research.
 - Developed and negotiated all consumer product licensing deals for NBCi and the NBC Store.
 - Ranked amongst top 40 licensing executives by License! Magazine in 1999.
 - Managed on-air and online consumer product integration process insuring contract deliverables.
- UNDERWORLD ENTERTAINMENT (HOLLYWOOD PICTURES)** Los Angeles, CA
1994 – 1996 *Director, Marketing & Promotions*
- Managed and developed all marketing strategies for Hughes Bros. film Production Company and record label.
 - Worked closely with Capitol/Interscope Records and Disney to promote company's features and soundtracks.
 - Secured recording artists and talent for video shoots.
 - Reviewed scripts and offered script notes for music videos.
 - Negotiated product placement agreements to reduce music video production costs.
 - Established stunt-cast and music licensing deals; coordinated large events to promote film releases and structured promotional partnerships with consumer products companies.
- NBPC – Funded by the Corporation for Public Broadcasting** Columbus, OH
1992 - 1994 *Manager of Public Relations*
- Developed and implemented public relations and marketing strategy targeting national arts community.
 - Developed media literacy programs serving inner city youth through Private Industry Council grant.
 - Developed curriculum and oversaw employment program for youth funded by Private Industry Council of Franklin County in Columbus Ohio.
 - Organized and promoted annual international film series and festival to identify Indy features to air on National Public Broadcast Stations. Secured A-list talent for event.
- FOX TELEVISION** Los Angeles, CA
2/1991 – 8/1992 *Executive Assistant*
- Served as executive assistant to Vice President of Publicity.
 - Drafted and distributed Press Releases, Media Alerts and Press Kits to targeted press outlets.
 - Managed events and special publicity stunts for Twentieth Television shows.
 - Managed Photo sessions.
- ADDITIONAL**
- Served as President of Vanderbilt Distinguished Speakers Series
 - Elected Vice President of Media for Vanderbilt Entertainment & Media Club
 - Selected as Owen Leadership Coach and Owen Peer Coach
 - NBMBAA 2008 Case Competition Team Leader, NBMBAA 2007 Case Competition Team
 - Taught local entrepreneurs PR & Marketing for L.A. based Economic Development Corporation
 - Member of Owens bloggers; On-air talent for Owen Bloggers
 - **Computer Skills:** Word, Excel, Projects, Adobe Photoshop and Illustrator