

Elie Berkowitz
(650) 380-6171
Elie.berkowitz@gmail.com

Education

Marymount Manhattan College grad May 2008
BS Business Management, Marketing concentration
Studio Art minor
cum. GPA 3.4

Work Experience

Media Edge Studios- *co-founder/Chief Marketing Officer*

New York, NY September 2008-present

Full House Merchandising- *Merchandise Manager, Dirty Dancing Pre-Broadway Tour*

Chicago, IL/Boston, MA/Los Angeles, CA September 2008-present

- Manage merchandise sales staff
- Maintain and track stock inventory
- Keep detailed records for daily and weekly sales
- Coordinate with production and theatre staff and sellers' union

Keitrik Productions- *Director of Marketing*

Poughkeepsie/New York, NY June 2007-present

- Organized initial company branding/imaging promotions
- Developed advertising/marketing campaigns for programs, events, theatre productions
- Designed/produced MySpace/Facebook/Craigslist campaigns and advertising materials for events

Araca Merchandise LP- *Cover manager/cash seller*

New York, NY February 2006-August 2008

- Sales: merchandise for Broadway shows including *Wicked, Boeing Boeing, Passing Strange, The Farnsworth Invention, Rock 'N' Roll, ...Spelling Bee, The Wedding Singer, Martin Short: Fame Becomes Me, and Ring of Fire*
- Daily customer interaction, manage cash and credit card transactions

The Apple Store- *Mac Specialist*

Fifth Avenue, New York City

Palo Alto, CA Summer 2006

Clear Channel Entertainment, Theatrical Merchandise- *Cash seller/booth vendor*

New York, NY December 2004 - December 2005

- Sales: merchandise for Broadway shows including *The Producers, Dirty Rotten Scoundrels, Fiddler on the Roof, All Shook Up, Little Women, Billy Crystal's 700 Sundays, Sweet Charity, others*

Internships/Projects

8020 Media- *Marketing/Graphic Design intern*

New York, NY Summer 2008

- Supported *JPG Magazine* and *Everywhere Magazine* Marketing/Ad sales staff
- Prepared printed/graphic/web materials for sales pitch meetings
- Created advertising concept designs for Visa, Coca-Cola, Pepsi, Nikon, Kodak, Samsung, Smirnoff, Corona, SmartCar, Mexico Tourism, Ireland Tourism, Caribbean Tourism

American Planning Association- *materials designer*

New York, NY March 2008

- Designed printed materials for 2008 Scholarship Luncheon for Planning and the Black Community Division of the APA

Entertainment Industry Expo- *2008 Online Marketing Manager*

New York, NY December 2007-January 2008

- Created and maintained online marketing campaign responsible for 4000+ registrants

International Tennis Hall of Fame- *Event intern*

New York, NY Summer 2007

The Araca Group- *Marketing Intern, New York, NY August 2006-January 2007*

Merchandising Intern, New York, NY January 2006-June 2006

- Created and maintained marketing campaign for Broadway's ... *Spelling Bee*
- Helped to implement and maintain video marketing campaign for ...*Spelling Bee*
- Assisted with press/marketing events for *The Wedding Singer, Shout!* and ...*Spelling Bee*

TheatreWorks- *Marketing Intern, Menlo Park, CA June 2006-August 2006*

Administrative/Literary Intern, Menlo Park, CA June 2005-August 2005