

# CLIENT NAME

123 Anywhere | Any Town, USA  
(123) 456-789 | client-name@yahoo.com

## TALENT EXECUTIVE WITH 12+ YEARS OF EXPERIENCE

### Talent Relations & Casting

- ✓ **Award-Winning Casting Executive** with 8+ years of cross-platform experience driving impactful talent-acquisition initiatives across multiple channels, including print, digital and eMarketing. Solid experience overseeing and managing budget, coordinating logistics, and traveling with network Talent. Virtuosity to manage priorities for talent based on business strategy, ratings, revenue and strategic relationships.
- ✓ **Interactive Communications:** Skilled in delivering insightful presentations and strengthening relationships with prospective Talent, business partners, peers and senior leadership.
- ✓ **Result-Oriented Talent Manager** with expertise in casting, management and negotiations, live event management, designing, and executing global media campaigns for major cable television networks.

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|---------------------------------|----------------------------|----------------------------------|
| ▪ Celebrity Talent Acquisition  | ▪ Precision Casting        | ▪ Pitching & Production          |
| ▪ Campaign Planning & Execution | ▪ Promotional Events       | ▪ Client Relationship Management |
| ▪ eMarketing Campaigns          | ▪ Budgeting & Cost Control | ▪ Brand Identity                 |

### CAREER HIGHLIGHTS

- Contracted network talent to star in cross-platform, ad sales campaigns for clients like Wal-Mart, Proctor & Gamble, Ford Motor Company and American Airlines
- Executed Shark Week media campaigns that led to some of the highest rated Shark Weeks in the network's history
- Created award-winning submissions that propelled Discovery Channel programming to win 3 Daytime Emmy's, 2 Peabody Awards, 2 Factual Entertainment Awards, 1 CableFaxies and 1 Realscreen Award

### PROFESSIONAL EXPERIENCE

TV ONE, Silver Spring, MD • 2010-2012

#### MANAGER, TALENT RELATIONS & CASTING

Spearheaded strategic execution of talent procurement and cast selection; enhanced casting operations by cultivating and nurturing strong and productive relationships with talent, managers and agents. Executed strategy to manage and implement project plans for cross-functional/network talent events, staffing plans, talent travel, per diem, hair & makeup, logistics, schedules, and budget, e.g. Upfront, Essence Music Festival activations, NAACP Image Awards events, Trumpet Awards, corporate parties.

- **Database Management:** Oversaw, created and managed web-based Talent Database System to efficiently store all talent information. Managed public relations agencies on special projects.
- **Operation Streamlining:** Directed the execution of standardized operations; managed requests for appearances and endorsements from internal/external clients, increased exposure of shows, supported major advertisers and clients, and managed schedules and needs with Ad Sales, Affiliate Sales, Communications, Legal, Marketing, Online, Production, and talents' representatives.
- **Contract Management:** Liaised with the Legal Department to initiate contracts for new talent and/or talent involvement on special projects; negotiated network talent deals.
- **Budgeting & Expenses:** Interacted with Production Management Department to monitor talent travel budgets on per project basis; Identify solutions and implement management for Talent Relations, including gifting, payments & reporting.
- **Logistics Oversight:** Direct and managed logistics and planning for talent-related events including Upfronts, Travel, Consumer Trade Shows, Ad Sales events, Affiliate events, and network meet and greets.

#### Notable Accomplishments

- Reinforced the ad sales department's annual Upfront by producing live events utilizing on-air talent, network executives and performances by chart topping music artists to introduce new programming to advertisers resulting in millions of dollars of incremental business from top tier sponsors.
- Contracted network talent to star in cross-platform, ad sales campaigns for clients like Wal-Mart, Proctor & Gamble, Ford Motor Company and American Airlines. Campaigns included plays on TV One, Radio One and Interactive One.

- Collaborated in the launch of networks in new markets by securing talent for brand building grassroots consumer marketing events such as the Essence Festival, Tom Joyner Cruise, Circle of Sisters, Women's Empowerment Series, various state fairs and film festivals.
- Booked talent for major industry events including TCA, NCTA and Diversity Week.
- Recruited network talent for digital/social media initiatives encompassing live tweets, blogs, exclusive video content, Googlehangout, Turntable chatroom, Instagram, Vine, Viggie, etc.

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**DISCOVERY COMMUNICATIONS, Silver Spring, MD • 2004-2010**
**PUBLICIST (2007-2010)**


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- **Created and produced press materials** and strategy documents to promote Discovery Channel programs and specials.
- Developed pitches for print, radio, broadcast and online press, and fielded calls from the media.
- **Proactively booked and managed major talent appearances** including talk shows, speaking engagements, and photo shoots.
- **Created award-winning submissions** that propelled Discovery Channel programming to win 3 Daytime Emmy's, 2 Peabody Awards, 2 Factual Entertainment Awards, 1 CableFaxies and 1 Realscreen Award.
- **Coordinated high-profile media events**, including global press conferences, network receptions, , media tours, speaking opportunities, and program screenings which resulted in record ratings for Discovery specials and series
- **Coordinated photo shoots with talent for series and specials**, including planning budgets and scouting locations while working closely with marketing and digital media to assure their photo needs were met, and costs were shared between departments.
- **Facilitated Discovery Channel celebrity talent** by preparing and staffing them on major press tours
- Pitched producers on week-long publicity segments to promote SHARK WEEK 2009 that aired on *Access Hollywood* and the CBS *Early Show* in August 2009.
  - Executed Shark Week media campaigns that led to some of the highest rated Shark Weeks in the network's history.

**EXECUTIVE ASSISTANT (2004-2007)**


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- Administered assistance to the SVP of Communications with all scheduling, travel and executive needs.
- Composed memoranda, letters, contracts, proposals, and other correspondence on behalf of the President and General Manager and the SVP of Communications.
- Updated and maintained the Discovery Press website which housed press materials, images and videos for all major programs.
- Developed the concept and oversaw the design of numerous creative elements including press kits, event decor, press invitations, signage, premium items and photo shoots.

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**EDUCATION & CREDENTIALS**


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**BACHELOR OF ARTS, MASS COMMUNICATIONS & ENGLISH, 2004**  
NORTH CAROLINA CENTRAL UNIVERSITY, Durham, NC

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**AWARDS & ACHIEVEMENTS**


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**Inductee, NAMIC Leadership Seminar, 2012**

NAMIC selects 40 rising leaders from across the country for an intense 3-day leadership program with guest speakers from around the country. This seminar is limited to strong performers at the manager, supervisor, coordinator or director level and requires endorsement by the company

**Recipient, Discovery Communications Stellar Award, 2008**

Acknowledges individual accomplishments and behaviors that align with Discovery Communications corporate goals, values and growth traits

**Recipient, Discovery Communications Pathfinder Award, 2005**

Recognizes employees for leadership and whose job performance is consistently at a level higher than the position demands, and makes significant contributions outside their primary area of responsibility