

*“Take Risks.  
You can’t fall out of bed,  
If you sleep on the floor”*



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www.MikeVertx.com  
New York, NY

## MICHAEL KATZ

Brand Marketing

### EXPERIENCE

#### Brand Manager VINO BEVERAGES

Nov 2014 – Aug 2015

- Launched website [www.wineforanytime.com](http://www.wineforanytime.com) resulting in 12,000 units sold in six-month span
- Established social media presence including: Facebook, Twitter, Instagram, and Pinterest
- Partnered with distribution, including presentations, and developed promotional strategy including retail sales incentive program.
- Prepared quarterly marketing plans and annual budgeting for 2014-2015 fiscal year
- Developed tradeshow and convention calendar, vendor sourcing, footprint development, provided staffing, training documentation, and on-site management
- Conceptualized and proposed experiential programming: “Vino Social Club”

#### Senior Marketing Manager RED PEG MARKETING

Oct 2005 – Sept 2015

- Promoted from Brand Ambassador (2005) to Marketing Manager (2007) to Client liaison (2009)
- Clients Include: Lavazza Coffee, Coors Light, Geico, Texas Tourism, Twitter/Bud light, SoBe
- High Profile programs include: US Open, NFL Super Bowl, Rogers Cup, GOTV Festival
- Recruited and provided over 500+ staff for on and off-premise programming including: experiential, out of home media, retail sampling, conventions, special events, spirits, and sales
- Collaborated on campaign concepts, program development, and sponsorship opportunities
- Prepared RFPs, marketing materials, training decks, recap reporting, and data capture
- Provided valuable logistical and operational support, troubleshooting, and insights on-site

#### Regional Field Marketing Manager AQUAHYDRATE

Feb 2014 – Oct 2014

- Promoted from Regional Field Marketing Associate to Regional Field Marketing Manager
- Established and maintained 2014 East Marketing Plan and balanced \$100k annual budget
- Outlined and managed weekly and monthly deliverables, activations, scheduling, and reporting
- Recruited, trained, and managed core team of 25 direct report field ambassadors
- Oversaw all marketing activities consisting of 250 high profile events and sponsorships including: Greenwich Polo Association, Hot97 on air sponsorship, Bella Terra Music Festival, Adidas Fanatic Soccer league, Epic Entertainment partnership, Ball Up (and1) basketball media inclusion, OK! Magazine print program with exclusive coverage at invitation-only marquee events, GILT Group pop-up cycling sponsorship, Jennifer Lopez health fair, distributor launches, and celebrity endorsements

#### Regional Field Marketing Manager ONE COCONUT WATER

June 2011 – April 2013

- Promoted from Field Activation Manager to Regional Field Market Manager NE to RFMM-E
- Recruited and managed 50 direct report field staff, ambassadors, and market managers
- Executed 600 successful sampling events distributing over 500,000 units
- Researched, requested, screened, and filtered custom activity calendar as sponsorship liaison for all USA East activities including the following highlights: Cult Fitness Yoga campaign, ONE vs. VITA taste comparison, Take Back New York Initiative, Bonnaroo Music Festival, Electric Zoo, Susan G. Komen Walk, Johnson & Johnson wellness campaign, Hurricane Sandy Unifying the Community relief program, Winter Music Conference, Catskill Chill and more

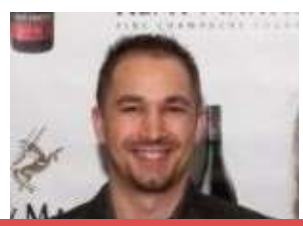
### SKILLS

#### STRENGTHS

Recruiting and Talent Acquisition, Operations, Logistics, Production, Program Management, Event Management, Marketing material development, Research, Sourcing, Budgeting, Reporting, Experiential Marketing, Out Of Home media, and Request For Proposals

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**MICHAEL KATZ**  
Brand Marketing

**EXPERIENCE**

Account Producer  
**SOHO EXPERIENTIAL**  
June 2010 – Jan 2013

- Clients include: Grand Marnier, Remy Martin VSOP, Remy Martin V, and Canei Wines
- Managed 500 successful on and off-premise events
- Recruited, trained, and managed 50 direct report promotional ambassadors
- Managed quarter million dollar inventory warehouse containing premiums and electronics
- Utilized custom software, data/video capture, and sales force event recap reporting

Senior Account Producer  
**MASSIVE MEDIA**  
[seasonal]  
Oct 2010 – Feb 2011

- Clients include: Boost Mobile, Virgin Mobile, Widmer Brothers Brewery, Dunkin Donuts
- Oversaw company day to day operations including: RFPs, vendor relations, contracting, talent acquisition, resource allocation, supervising all staff, and maintaining program objectives
- Developed new capabilities leading to business development, start-to-finish securing, executing, and successfully completing the following programs: 250 direct report field staff across 50 simultaneous markets during Black Friday, Dunkin Donuts NYC Marathon, Widmer Brothers London taxi holiday campaign “drink responsibly, get home safe”, 5<sup>th</sup> 3<sup>rd</sup> Bank multimedia building projections, 101.3 and Virgin Mobile Jingle Ball photo capture

Account Manager  
**UBIQUITIOUS MEDIA**  
Nov 2009 – Oct 2010

- Clients include: Master Card, McDonalds, A&E, ABC, Bravo, and Food Network
- Promoted from contractual Event Manager to in-house Account Manager
- Prepared daily RFPs, developed new marketing documents and templates for all presentations, programs, training materials, and recaps
- Responsible for management of budgets, inventory, procurement, resourcing, talent acquisition, team training, and activation execution
- Increased gross revenue by \$2MM through successful RFP expansions including: Out Of Home media, experiential, field activation programming, vendor database, and client relations
- Start to finish produced program highlights include: Master Card Vancouver Olympics, McDonalds Hero Stunt Car, Rogers Cup green screen, Great American Food Truck race, Top Chef Just Desserts Time Square takeover

Account Supervisor  
**REVOLUTION MARKETING**  
June 2011 – April 2013

- Clients include: MTV, MTVu, H&M, Doritos, US Airforce, Sears, Taco Bell, and more
- Worked directly with CEO to develop, implement, and execute grand-scale, nationwide activations including: H&M All Points West \$350k custom dome, MTV Video Music Award Tour, and MTVu Sunblock Six Flags Tour
- Prepared graphic needs, power consumption grids, schematics, and activation footprints
- Responsible for talent acquisition, including agency partnerships, and labor staff
- Conceptualized additional elements involved in programming and sourced solutions

**EDUCATION**

HOFSTRA UNIVERSITY  
Graduated May 2007

Bachelors of Science Degree  
Marketing and Management Major

## REFERENCES

# MICHAEL KATZ

Brand Marketing

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### JONATHAN CANTER

President

VINO BEVERAGES  
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E-mail: www.wineforanytime.com  
Web:

"Mike is one of the brightest and most talented people I've had the pleasure of working with. He is amazingly resourceful, quick minded and always gets the job done. He has a great attitude and go hard or go home mentality. Mike is my go to guy for all my projects. He is nothing less than absolutely on point and an asset to anyone who works with him."

- President, Vino Beverages

### DERRECK SMITH

Direct of Talent Acquisition

RED PEG MARKETING  
(703) 855 - 8467

Phone: iitsmith@gmail.com  
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Web:

"Mike is one of the brightest and most talented people I've had the pleasure of working with. He is amazingly resourceful, quick minded and always gets the job done. He has a great attitude and go hard or go home mentality. Mike is my go to guy for all my projects. He is nothing less than absolutely on point and an asset to anyone who works with him."

- Director of Talent Acquisition, Red Peg Marketing

### HARRY HEARON

Business Development

PEPSI CO  
(610) 812 - 3351

Phone: Harry.hearon@pepsico.com  
E-mail: www.pepsico.com  
Web:

"I have had the privilege of working with Mike for several years now. To get right to the point, Mike can do it all when it comes to Field/Experiential Marketing. He can conceive, build and manage a program soup to nuts. Also he is a great "on your feet" problem solver who can get things done in the field."

- Director of Marketing, O.N.E Natural Experience

### GERARD JANSSE

Vice President of Sales

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Web:

"Mike has worked on several high profile successful campaigns in a range of roles from National Audio Visual Tour Manager on the Captain Morgan CREWside, to a Mall Market Manager roll for the annual Nintendo Holiday program, and most recently as a Market Manager on the Grand Marnier U.S Open campaign. Mike also helped out on various odds and ends and played a supporting role over the last 5 years as an accountable and trustworthy professional with the ability to get things done. He has been intuitive and takes initiative in order to make sure everything is taken care of without being asked. I look forward to working with Mike in the future and would highly recommend him to any company looking for an experienced Account Manager."

- Account Supervisor, MKTG INC (US Concepts)

### JENNIFER PONCE

Event Producer

FREELANCE

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Web:

"Mike is one of the brightest and most talented people I've had the pleasure of working with. He is amazingly resourceful, quick minded and always gets the job done. He has a great attitude and go hard or go home mentality. Mike is my go to guy for all my projects. He is nothing less than absolutely on point and an asset to anyone who works with him."

- Account Executive, SoHo Experiential