

CHERYL KHANER

141 Country Club Drive, Commack, NY 11725 ▪ Phone: 631.835.9111 ▪ Email: cheryl@marketbrandsell.com
www.marketbrandsell.com

MARKETING ▪ SPONSORSHIPS ▪ BRANDING ▪ PROMOTIONS ▪ EXECUTIVE

EXECUTIVE SUMMARY

Strategic problem-solver who envisions smart solutions and executes with urgency across all levels of the organization.

Energetic, passionate, and forward-thinking Marketing and Branding Professional with proven success developing highly innovative and creative solutions for organizations in the entertainment, CPG and services industry. Focused executive with more than 15 years' added value in executing diverse marketing and promotional strategies. Experienced in leading cross-functional teams on fully-integrated campaigns, in support of various business strategies.

✧ PROFILE ✧

15+ years' solid management experience spanning multiple disciplines including New Business Development, Branding, Sponsorship Negotiation, Program Management, Sales Growth, and Operations Management.

Respected leader and team-player, with very strong vertical and lateral management skills as well as proposal and process development expertise. Routinely facilitates the exchange of ideas and uses relationship networks to strategically accomplish objectives.

CORE COMPETENCIES

Needs Assessment	Strategic & Online Marketing	Partnerships & Sponsorships
Project Management	Media Promotions	Budget Management
Contract Negotiation	New Business Development	Marketing & Sales Leadership
Competitive Marketing Intelligence	Business Plan Development	Product Marketing & Launch
Event Planning & Execution	Creative Concept Development	Affiliate Relations

RECENT EMPLOYMENT EXPERIENCE

MARKETBRANDELL.COM, Commack, NY

2007-Present

Independent consultant for various companies.

Marketing, Branding & Sales Consultant

Perform strategic marketing, branding and business planning. Serve as Counsel Member for Gerson Lehman Group and member consultant on Reuters Insight Community of Experts in Marketing and Branding. Provide consulting services with account budgets ranging from \$1.5K to \$100M. Analyze business needs and develop creative concepts for websites and logos, while serving as liaison between client and website developer to ensure all goals are achieved.

Key Achievements:

- Increased sales 50% in one year and developed plan for expansion for Proteus Productions, a new event planning company located in New York. Project included writing and consulting on plans for securing key clients, such as Duane Reade, Michael C. Fina, The Leukemia and Lymphoma Society, Real Estate Wealth Expo, and Waterkeeper Alliance. Created logo, designed website concept, copywriting & supervised website development.
- Turned around complex digital imaging service to create simplified environment that increased customer and vendor understanding of process. Project included creating & producing voiceover copy for video presentation portions of the website.
- Key consultant for confidential American Investment group with \$100M venture to bring European show "Afrika Afrika" to tour in the United States.
- Creative consultant for Valve Media, a successful website development company in New York.

CIRQUE DU SOLEIL, Las Vegas, NV

2006-2007

A major Montreal, Quebec-based organization providing high-quality artistic entertainment with more than 4,000 employees in 40 countries and \$600M in revenue.

Head of Marketing, Sales, and Public Relations for US Resident Shows

Provided leadership to team of 26 media professionals located throughout the US, which included Marketing, Public Relations, Internal and External Advertising Agencies, Brand Management, and Group Sales. Performed extensive marketing research projects to obtain information on target audiences, pricing, entertainment options, and branding. Managed marketing budget of \$16M, while overseeing sales of 68,000 tickets per week. Provided management to partner box offices, in-house ticketing staff, and call center. Created comprehensive pricing recommendations and yielding policies. Coordinated with Leno, Oprah, and Today Show appearances for various acts. Collaborated with Director and Producers of "Knocked Up" for strategic placement of Mystere in film.

Key Achievements:

- Boosted overall US ticket sales 23% in one year with year-end marketing budget less than 5% of net revenue.
- Created new five-year business plan that included sales forecasts for 12 shows, including all planning, advertising, promotions, corporate sponsorships, marketing strategy, pricing, and sales forecast.
- Implemented turnaround solutions for underperforming show at MGM Grand, providing complete product repositioning through customer focus groups, competitive analysis, branding, and promotional strategy. Project resulted in highly-successful campaign re-launch for KA; with resulting sales increase of 40%.
- Orchestrated all aspects of the *Larry King Live* broadcast with the Beatles from The Mirage, exceeding total reach of 100 million throughout the world.
- Worked closely with Southwest Airlines and Bombay Sapphire as major sponsors of the event.

SHOP2MUSIC, INC., New York, NY

2004-2006

An online music marketing system for retail websites.

President

Established and grew company from ground up. Developed relationships and facilitated meetings with Federated Stores, J. Crew, Ralph Lauren, and Bluefly.com.

Key Achievements:

- Designed, implemented, and sold an online music player to create value-add for retail websites, which provided user's ability to listen to more than one track from a CD before purchase. Project included staff recruitment, logo design, and all collateral marketing materials.

RCA MUSIC GROUP/BMG, New York, NY and Los Angeles, CA

1998-2004

A top pop music label in the US, with an artist roster that includes Christina Aguilera, Dave Matthews Band, Foo Fighters, Kelly Clarkson, and The Strokes.

Vice President of Marketing and Promotions

Selected to provide all strategic marketing and promotions for superstar artists in multiple media outlets. Designed and implemented new corporate sponsorship marketing plans and promotions. Developed plans to bring new artists to platinum-plus status, while working with film studios to implement marketing campaigns. Provided direction to three direct reports and managed nationwide field staff of 22, while overseeing \$200M annual budget. Reviewed ROI for multiple marketing initiatives and provided recommendations for future cost-saving measures. Led team in promoting efforts of Christina Aguilera, David Gray, The Calling, The Strokes, Clay Aiken, and Natalie Imbruglia. Part of the team which brought American Idol to the United States.

Key Achievements:

- Key member of marketing and management team that led the historic, high-profile turnaround of RCA Records. Revived the oldest US record label, taking it from its 20 year industry low position to that of a top competitive player. This turnaround became the subject of a Harvard Business School Case Study, showcasing innovation.
- Achieved sales of more than 30 million records and garnered 42 Billboard Top Ten Records through creative and innovative cross-promotions with corporate sponsors and radio stations nationwide.
- Increased listening audience and radio airplay more than 25% for Dave Matthews Band.

PREVIOUS EMPLOYMENT EXPERIENCE

COLUMBIA RECORDS / SONY MUSIC ENTERTAINMENT, San Francisco, CA & New York, NY
National Marketing & Promotion Director

ELEKTRA ENTERTAINMENT / WEA, Atlanta, GA & Nashville, TN
Regional Marketing & Promotion Manager

MJI BROADCASTING, New York, NY
National Affiliate Relations Manager & New Business Development Associate

ROSENBERG & ESTIS, P.C / BELKIN BURDEN WENIG & GOLDMAN, New York, NY
Contract & Litigation Attorney

EDUCATION AND PROFESSIONAL DEVELOPMENT

Certificate, Advanced Integrated Marketing Techniques
New York University, School of Professional and Continuing Studies, New York, NY

J.D, Admitted to Bar of the State of NY
St. John's University School of Law, Jamaica, NY

Bachelor of Arts, Communications, Graduated magna cum laude
State University of New York at Albany, Albany, NY

AFFILIATIONS

- American Marketing Association
- New York Marketing Association
- National Academy of Recording Arts & Sciences