

MICHAEL MAROY



WEBSITE:
www.MichaelMaroy.com



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On Air Personality / Reporter / Producer / Program Director

Experienced Sales Rep in buying and selling programing.

Creative media production and marketing to help generate revenue.

"Hard Worker"



EDUCATION

Class of 2000

SOUTHERN ILLINOIS UNIVERSITY
IN CARBONDALE

Bachelors of Arts in Radio & Television
College of Mass Communications and
Media Arts / minor in U.S History

Class of 1997

ILLINOIS VALLEY COMMUNITY
COLLEGE

Associates Degree in General
Education



SUMMARY OF SKILLS

- ✓ Internet Marketing & Media Buying
- ✓ Proficient in all three stages of Video Production
- ✓ Efficient in the latest Final Cut Pro edition
- ✓ Advertising Solution Development
- ✓ Quality Assurance & Conflict Resolution
- ✓ Project & Event Management
- ✓ Premium Customer Service
- ✓ Customer targeting with unique marketing materials
- ✓ Strategic Event Planning Social Media Marketing
- ✓ Created merchandise from apparel to skateboards, to build brand awareness



PROFESSIONAL EXPERIENCE

Developed electronic press kits and commercials; Planned and executed events and marketing programs, producing five times the target number of qualified leads. Developed marketing and general business solutions resulting in increased company exposure, customer traffic, and sales.



ACCOMPLISHMENT HIGHLIGHTS

- ✓ Featured on ABC's 20/20 with Diane Sawyer
- ✓ Won the Golden Ace Award for Documentary Films
- ✓ Licensed footage to ABC, History Channel, B.E.T and MTV
- ✓ Developed mass mailing to increase growth of customer base
- ✓ Spoke on a panel of writers at Sony Pictures with other writers who were authors, PhD's, and former state senators. The video was placed on Youtube and did near 100,000 views within a month.



WORK HISTORY

- ✓ Head Writer for Daily Egyptian Newspaper for Entertainment News
- ✓ Camera Operator then promoted to director for SIUC television station that broadcasted live nightly in the city of Carbondale, IL.
- ✓ Event Photography in Carbondale, IL.
- ✓ On air personality for Exposure TV show that broadcasted local talent and small businesses in Carbondale, IL
- ✓ Owned and Operated Event Photography business that shot events in Carbondale, IL / Chicago, IL / St.Louis, MO / Nashville, TN / Paducah, KY
- ✓ Sales associate for the I.P.A (International Profit Associates, Inc) in Buffalo Grove, IL
- ✓ Media Consultant for Kelly and Witherspoon Law firm in Dallas, Texas
Creator of Reality programming network and own all the copyrights and trademarks to the content.
- ✓ Formed distribution deal with City Hall Records in San Rafael, CA that received distribution in Target, Best Buy and Circuit City.
- ✓ Formed distribution deal with Music Access, Inc in Dallas, TX Formed distribution deal with Tape man, Inc in New Brunswick, NJ
- ✓ Formed distribution deal with Black Star Video in Harlem, NY
- ✓ Business Consultant for Below Zero Designs in Printing in Chicago, IL
- ✓ Managed and Operated in Screen-printing industry in Las Vegas including some of the biggest shows on the Las Vegas strip.
- ✓ Managed on air personality of Las Vegas radio station Hot 97.5
- ✓ Owned and Operated video production company that was incorporated in Las Vegas.



AFFILIATIONS

- ✓ Greenpeace.org
- ✓ Amnesty International Amnestyusa.org
- ✓ Anti-Defamation League
- ✓ Various Classic Corvette Clubs

