

# MARIANNA MOTT NEWIRTH

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917-533-5937 - mmn104@gmail.com

## Profile:

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- Communications expert with over 15 years experience in marketing, management & admin.
- Strong writer, project manager & thought leader - proven track record of high-profile success
- Solid organizational & interpersonal skills combined with flexibility and humor
- High initiative with a commitment to excellence

## Professional Experience:

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### MANAGEMENT & ADMINISTRATION

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#### Reorganized Division

Modernized aging media division involving a merge with Communications and a strategic approach for innovative outreach. Forged alliances internally and externally, strengthening institutional brand. 8 years of strong growth for the division & the institution

#### Writer & Editor

Authored and edited over 500 documents from citations and manuals to press releases, magazine articles, web pages and presentation material

#### Entrepreneur

Launched and ran business as a book binder—oversaw daily operations, sales/promotions, hired/managed staff and designed new product

#### Thought Leader

Devised and lead brainstorm sessions to generate breakthrough thinking for marketing, outreach and inter-departmental communications

#### Educator

Taught bookbinding at Rudolph Steiner high school in Manhattan for 2 years while running own business

#### Supervisor

Directed staff of 5 in marketing research, project management and promotion/sales

#### Event Coordinator

Handled logistics for conferences at Fordham, Union and JTS

### MARKETING & MASS COMMUNICATIONS

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#### Program Developer/Content Provider

Created over 20 documentaries, broadcast nationwide on ABC, NBC and Hallmark. Authored all concepts & treatments, pitched proposals and managed production including budget & crew

#### Media Relations

Interfaced with print and broadcast personnel and field experts. Devised extensive marketing plans for projects ranging from broadcast to fundraising

#### Budget Manager

Handled over 20 production budgets ranging from \$35k to \$200k - negotiated and secured vendor contracts and Fair-Use rights for audio/video/print

#### Two-Time Emmy Nominee 2001 & 2002

Outstanding Religious Programming

#### Research Associate

Published *AppleSource* tracking entertainment industry moves for NY actor's career development

#### Project Liaison

Kept department heads, industry executives and product vendors in reliable communication during complex projects each taking over 1 year to complete

#### Independent Producer 2006

Segment Producer - "Troubled Waters" UCC Cleveland, OH  
Field Producer - *Transit Transit News* Brooklyn, NY  
Media Consultant - Waxman Institute Great Neck, NY  
Audio Editor - Russian American Radio Brooklyn, NY

## Employment History:

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Administrative Assistant III	Key Bank	2007 - present
Producer, Radio & Television Asst. Director, Media Relations	The Jewish Theological Seminary	1998 - 2006
Bookbinder/Business Owner	Made By Mott	1993 - 1998
Business Representative	SSN Photography Bronstein & Berman Photography	1990 - 1993
Resource Librarian	Actor's Information Project	1987 - 1990

[ Over for more info ]

## Professional Activities:

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Communications Officer	Critical Themes in Media Studies Graduate Conference The New School	2006 - 2007
Secretary of the Board	NY Women in Communications student chapter for The New School	2004 - 2005
Advisory Council	Faith & Values Media	2001 - 2004
Vice Chairwoman	Interfaith Broadcasting Commission	2000 - 2006

## Education:

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MA Media Studies	The New School – New York, NY	2003 - 2008
Master Class w/ Laurie Anderson	The New School – New York, NY	2005
Non-matriculated student	Jewish Theological Seminary - New York, NY	2003
BFA Theatre Arts	Stephen's College - Columbia, MO	1982 – 1985

## Certifications & Awards:

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Media Management Certificate	The New School	2006
Recognition Award	Interfaith Broadcasting Commission	2004
NY Emmy Award Nominee	The National Television Academy	2001 & 2002
Education Award	Jewish International Video Award	1999

## Volunteer Work:

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Co-President of the PTA	Greenwich Village Middle School	2007 - 2008
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### My professional & skills tag cloud:

audio recorder award winner Avid operator brand manager budget director  
**communications** content provider editor entrepreneur event planner  
Excel Final Cut Pro Flash Media marketing MA Candidate MS Word media  
coordinator media relations Outlook & LotusNotes Photoshop  
presentation **producer** program developer project manager ProTools  
supervisor thought leader video/still photographer **original writing**