



Daytona 
Beach™

DISCOVER DAYTONA



DXagency RSQ SUBMITTAL LETTER

February 4, 2022

To Whom It May Concern:

Please be advised of DecentXposure LLC d.b.a DXagency's intent to bid in response to the Discover Daytona RSQ. I, Sandy Rubinstein, am the CEO and have full authority to represent and negotiate on behalf of the company. I am the authorized agent, as listed on the Florida Department of State, Division of Corporations' Sunbiz report with the State since 2017 and the Document # M17000000757.

Should you need to contact me, please do not hesitate via email at SandyR@DXagency.com

Sincerely,

Sandy Rubinstein
CEO
DXagency

DXagency.com • 305.985.5883 • 3634 NW 2nd Avenue Miami, Florida 33127



Miami



Edgewater



Austin



London



Barcelona



Mexico



DC

RSQ INDEX

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TAB 1

QUALIFICATION DATA



2. Designation of the legal entity by which the business operates

DXAgency is a privately owned LLC

3. Ownership interests

DXAgency is owned by Sandy Rubinstein (61.5%) & Ben Hordell (38.5%)

4. Active Business Venues

- a. Florida Office:
 - i. Office Address: 3634 NW 2nd Ave, Miami, FL 3312
 - ii. Mailing Address: 12550 Biscayne Blvd #607, North Miami, FL 33181
 - iii. Main Phone/Fax Number: (P) 201-313-1100 / (F) 201-840-8492
 - iv. Email Address: sandy@dxagency.com & bhordell@dxagency.com
- b. Other DXAgency Business Venues:
 - i. Edgewater, NJ
 - ii. Washington, DC
 - iii. Austin, TX
 - iv. Barcelona, Spain
 - v. London, England
 - vi. Queretaro, Mexico

5. Present status and projected direction of business

DXAgency is in growth mode. We have emerged from the pandemic strong, with a solid client base and exceptional staff in all our offices. During 2020 and 2021 we added office locations in Washington, DC, Barcelona, Spain, and Queretaro, Mexico. Looking forward, our intention remains tied to our business growth plan to double in size in the next 24 months (about 2 years) from 65 current employees to 130 by the end of 2024. Our Miami office has become a central force during the pandemic and now represents our largest congregation of DXAgency team members. This office is where we would assign the Discover Daytona business. Staffed by Floridians excited to drive more tourism within their state, they do not work on any competitive tourism projects.



6. **Overall qualifications of the business to provide the proposed services, i.e., abilities, capabilities, experience, and industry knowledge with specific emphasis on experience in public relations, promoting economic development / new business recruitment, airlines, airport, convention and tourism advertising and marketing, and creative design.**
 - a. **Creative**
 - b. **Media and/or Marketing Plans**

From our planning experience with other tourism clients, we fully understand the intricacies and challenges of tourism planning. There are many levels of internal stakeholders to coordinate, challenges with consumer perceptions to overcome, and ongoing environmental issues that can come up at a moment's notice. With our dedicated team of experienced and adaptable marketing experts, we have tackled both long- and short-term challenges in tandem with our DMO client teams. See our case study examples below.

CREATIVE EXAMPLES:

- **NYC & CO: WINTER OUTING CREATIVE CAMPAIGN**
 - o **WHAT:** In collaboration with the teams at NYC & Co., DX worked to develop five different campaigns that came together to make up the massive 2022 "Winter Outing" messaging. These vibrancy week messages (i.e. Restaurant Week, Broadway Week, etc.), drove consumer interest and participation during a seasonably low traffic time for the city.
 - o **HOW:** The campaign utilized a mix of digital and offline media channels to promote these events with customized content based on key messaging time periods (planning, booking, last chance):
 - Connected TV video spots
 - Display ads
 - High Impact Units with key OTA partners
 - Animated and static social ads
 - Full-color print ads
 - Responsive search ads
 - Radio scripts



- **NYC & CO: 2021 HOMECOMING CREATIVE CAMPAIGN**

- **WHAT:** In collaboration with NYC & Co., DX supported the first ever “NYC Homecoming Week,” to announce that NYC was back and better than ever. The promotion drove consumers to events across the five boroughs of New York City, encouraging local New Yorkers to celebrate their city by going out and rediscovering.
- **HOW:** We utilized a mix of multi-lingual (English, Spanish, Bengali, Chinese) digital and offline media channels to promote these events, drive traffic to content on site, and push ticketing/attendance to the outer-borough events.
 - Animated and static social ads
 - Animated and static engagement ads
 - Display ads
 - Full-color print ads
 - Responsive search ads
 - Radio scripts
 - Digital out of home, including:
 - Liveboard stations
 - Triptychs
 - Panel faces
 - LinkNYC screens
 - TaxiTV Videos

MEDIA & MARKETING PLAN EXAMPLES

- **NYC & CO: VIBRANCY & REVITALIZATION 2019-2022**

- **PROBLEM:** Vibrancy weeks were initially created to increase tourism in traditionally low traffic seasons in New York City (post-holiday and high summer). NYC & Co. runs annual campaigns showcasing and promoting seasonal offers for Restaurant, Broadway, and Off Broadway Weeks to drive increased tourism and revenue for businesses across the city.
- **SOLUTION:** Using a concentric circle approach, DX targeted and attracted visitors within the five boroughs, then out to nearby drive markets, and expanded out to further long-haul domestic markets as well as international travelers with paid search, social, display, video, OOH, contextual placements, and branded content.
- **RESULTS:** CTRs continue to improve YoY while driving offer conversation and revenue for local business partners.



- **MASTERCARD CROSS BORDER EMAIL CAMPAIGNS**

- **PROBLEM:** Mastercard Travel, Lifestyle Services, and the Priceless Cities teams needed to increase Cross Border card usage as well as promote the travel benefits of the Black, World Elite, and Platinum credit cards.
- **SOLUTION:** DX developed an email series to promote airport lounges, airline deals, hotel packages, as well as various in-market event and activity packages. The emails were planned and executed based on seasonality for Argentina, Mexico, Colombia, Chile, Brazil, Dominican Republic, and Peru.
- **RESULT:** The efforts generated 33% more calls to the concierge line and 22% conversion on the website.

- **NYC & CO: MEETING PLANNERS 2018-2022:**

- **PROBLEM:** In the conversion space, New York City is challenged with combating high prices, weather, and lots of competition. To break through the clutter and sell the entertainment offerings of the largest city in the country, NYC had to further engage and provide compelling selling points for state-of-the-art facilities, restaurants, Broadway, etc.
- **SOLUTION:** DX assisted NYC & Co. in expanding its B2B marketing efforts to target corporate meeting and event planners seeking to create unique and impactful experiences via paid social, LinkedIn, paid search, direct buys with endemic sites, and newsletters.
- **RESULTS:** NYC & Co. was able to directly collect thousands of email addresses through instant lead gen ad units while paid search and endemic partnerships drove a high volume of clicks back to NYC & Co. landing pages for an RFP.

7. A strategic brief / proposal as it relates to tourism advertising and promotion for HAAA

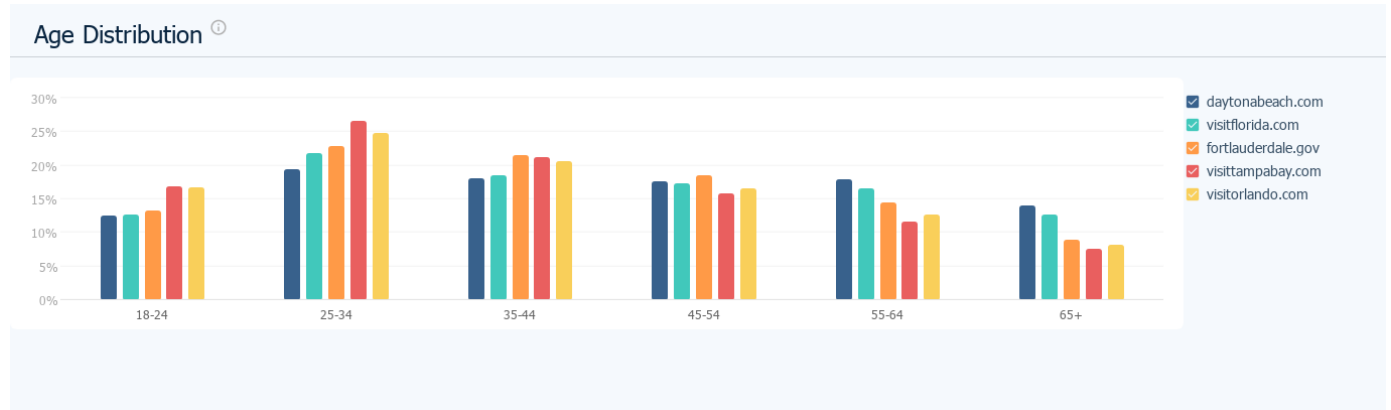
DXagency is uniquely qualified to provide smart, forward-thinking solutions to the marketing challenges faced by the HAAA. All of our marketing solutions are informed and built on a foundation of data and research, which we distill down to identify key insights and base on human truths. While technology continues to evolve in the marketing industry, it is still critically important to assess data through a personalized and human lens to ensure we are measuring success on realistic results.



Utilizing our in-house toolkit, we compared DaytonaBeach.com with other local Florida DMO sites and identified some existing opportunities for increasing market share among key target audiences.

As highlighted in the chart below, the audience of 25–44-year-olds is looking for travel options within the state of Florida, but other DMO sites are getting their attention.

Age Distribution Across Florida DMO sites



Knowing millennial discovery preferences and their massive migration to mobile, this demographic of Florida travelers represents an enormous opportunity in the “discovery phase” for in-Florida travel planning.

All cities have considerable overlap in targeted, unbranded keywords. With the complexity of search and the need for continual updates, a robust geo-targeted, unbranded, seasonal content strategy must be put in place to capture those looking to pack their bags for in-state travel.

Unbranded Organic Keyword Distribution

Group	daytonabeach.com	visitflorida.com	fortlauderdale.gov	visittampabay.com	visitorlando.com
Positions 1-3 📄 SEE TREND	4.86%	4.42%	0.89%	8.06% 📈	6.13%
Positions 4-10 📄 SEE TREND	9.65%	10.69%	3.47%	13.42% 📈	11.58%
Positions 11-20 📄 SEE TREND	8.21%	12.54%	8.65%	13.57%	14.27% 📈
Positions 21-50 📄 SEE TREND	28.81%	33.85%	34.16% 📈	31.99%	32.01%
Positions 51-100 📄 SEE TREND	48.47%	38.51%	52.83% 📈	32.95%	36.01%



https://www.visitflorida.com

Florida Vacations, Travel & Tourism Guide | VISIT FLORIDA
 Official state travel, tourism and vacation website for Florida, featuring maps, beaches, events, deals, photos, hotels, activities, attractions and other ...
[Current Travel Safety Information](#) · [COVID Travel Safety Information](#) · [Travel Guides](#)

https://travel.usnews.com > Rankings > USA

20 Best Places to Visit in Florida | U.S. News Travel

St. Petersburg, FL	Key West	Naples	Miami Beach
Sanibel Island	St. Augustine	Destin	Fort Lauderdale
Fort Myers	Key Largo	Clearwater Beach	Boca Raton

https://www.visittheusa.com > state > florida

Visit Florida USA | What to Do in Florida Tourist Guide
 Florida is one of those "where-to-go-in-America" musts, and one of the world's prime family holiday ... [Florida Travel: Explore Florida in 60 Seconds.](#)

https://www.travelandleisure.com > Travel Tips

12 Major Mistakes to Avoid on a Florida Vacation, According ...
 You don't have to be a travel expert to plan a trip to Florida, but there are some insider tips to know before embarking on a vacation to the Sunshine State ...

https://www.travelandleisure.com > travel-guide > florida

Florida Travel Guide
 Theme parks, a variety of beaches, resorts and hotels, and its great climate make Florida travel an easy and ideal escape. The Orlando area is a tourism ...

https://www.touropia.com > Travel Guides > USA > Florida

10 Best Places to Visit in Florida (with Map) - Touropia
 It is known as a quiet, natural travel destination, well-suited for families. Wildlife refuges take up more than half of this long narrow island ...
 Dec 3, 2021

Across the board, travel sites have the savviest SEO. In most searches, the 1st page is dominated by them. See the Google search for "In Florida Travel" at left.

Ad - https://www.expedia.com/

Daytona Beach Tourism - Trip To Daytona Beach
 Daytona Beach Vacation Packages. Find Our Best Travel Deals and Book on Expedia. Bundle Flight + Hotel and Save. Book **Daytona Beach Travel Packages** on Expedia. Instant Confirmation. Compare & Save. Exclusive Deals. Nearly 2M...

Weekend Getaways
 Find the Perfect Weekend Away
 Travel Beyond Your Imagination.

Last Minute Deals
 Expedia Last Minute Travel Deals.
 Book Today, Travel Tomorrow.

Package Deals
 Today's Best Flight + Hotel Deals.
 Only with Your #1 Leader in Travel.

Travel Deals
 Flight, Hotel, & Package Deals.
 Book Now to Secure Your Deal!

Ad - https://www.visitwestvolusia.com/west_volusia/recreation

Visit West Volusia - Elegant Surroundings
 Bicycling, Fishing, Swimming, Boating & More In Beautiful Natural Surroundings!
 Come Bicycling With Us, Fishing, Hiking, Golfing, Skydiving, Riding And More!...
[Events Calendar](#) · [Visitor Center](#) · [Getting Here](#) · [About West Volusia](#)

Ad - https://www.trivago.com/

Daytona Beach Tourist Hotels - 933 Hotels starting from \$52
 Hotels for Tourists in **Daytona Beach** - Search, Compare and Save with trivago™! Great...

https://www.daytonabeach.com

Daytona Beach Things to Do, Hotels, Restaurants & Events
 Plan your fun-filled Daytona Beach, FL vacation today with official travel guides, attraction information, and hotel and restaurant guides.

[Things To Do](#) [Vacation Guide](#)

Considering Pay-Per-Click is also trade-dominated, implementing an acquisition strategy that correctly moves in-state travelers down the funnel with Daytona as their next destination. See the Google search for "Visit Daytona" at right.

Finally, we need to keep post-COVID trends top of mind and adapt as the environment continues to shift and impact consumer planning—sometimes very quickly. For example, the following stats show the significant increase in planning road trip travel for millennial moms and their families:

- 63% of families have plans to take a vacation this summer
- 44% of moms admit to planning multiple vacations to make up for lost time together
- 65% of moms say they have a road trip planned
- 22% of those trips ending up in a state or national park.

Source: BSM Media "Millennial Moms Across America" survey (April, 2021)



INSIGHT EXAMPLE: The millennial mom is one of the largest growing travel consumers today, and women, in general, make 70% of all travel decisions. From insight into their vacation planning preferences, we know that they are actively searching for easy vacation solutions that will maximize time spent and memories made with their children.

While insights are a key element to any strategic marketing plan, it is only the beginning. From there, we take a phased approach to marketing plan development. Through collaboration with our clients and access to a wide array of tools, we garner a deep understanding of who our core consumer is and the best way to reach them, including content, messaging, and platforms. This ultimately helps us identify the most efficient channels and tactics to achieve our agreed upon goals.

Phase 1: Research & Discovery

- Brand immersion
- Consumer visitation trends / origin market analysis
- Comprehensive SEM review
- Competitive and marketplace analysis
- Revisit audience segments and profiles, updating based on continuing post-Covid trends
- Current analysis of existing marketing mix

Phase 2: Goal Prioritization

- Review 2021 goals and performance
- Reevaluate and prioritize goals for 2022/2023
- Set KPIs and tracking plan

Phase 3: Strategy Development: Overall communication structure; key messaging points to fuel content strategy:

- Audience and seasonality
 - Analyze existing segment performance and seasonality trends
- Messaging / Content
 - Segment by audience / journey stage
 - Conduct concept testing to measure effectiveness
 - Develop partnerships to maximize local business exposure through videos, itineraries, blogs, and bookable packages
- Channel Assessment



- Review current and historical communication channels based on economic impact generated and brand lift
- Measurement
 - Actively measure economic impact and brand lift throughout campaign, per channel and audience

Phase 4: Tactical Plan

- Channel mix selection: emails/CRM, social, SEM, display
- Budget allocation recommendations by channel and markets
- Competitive conquering through digital advertising on OTAs
- Campaign design and development
 - Content planning
 - Creative development
 - Optimization and A/B testing plan

Phase 5: Measurement & Refinements

- Real-time dashboard reporting
- Key metrics reporting automated through API connections in a data dashboard
 - Regular reporting
 - Visitation analysis
 - Economic impact analysis
 - KPI tracking
 - Insights / learnings
 - Next steps / planning
 - Sentiment and perception studies (ad hoc)

8. Describe any recent tourism clients or projects, specifically destination marketing organizations

- NYC and Company:

- NYC & Company is the official destination marketing organization and convention and visitors' bureau for New York City. They provide resources for visitors to maximize travel and tourism opportunities, so they can discover everything there is to do in NYC. Their marketing efforts—focused on group, meeting/convention, leisure, and events-motivated travel—promote visitation from around the globe.

- Discover Long Island:

- Discover Long Island is the region's official destination marketing and leadership organization charged with furthering the area's



thriving visitor economy. In 2019, DXAgency launched Discover Long Island's new branding campaign, BeLONG, to create interest and drive travel to Long Island from nearby markets. The traffic and awareness campaign included messaging in social, search, video, and OOH channels.

9. Current roster of clients and length of contract for each:

- Mastercard - 8 years
- Viacom Networks - 18 years
- Vocalink - 2 years
- Discovery Networks - 7 years
- First Hawaiian Bank - 2 years
- Seneca Foods - 8 years
- Kroger - 3 years
- Capital One - 3 years
- National Geographic Books - 11 years
- Zep - 1 year
- Tocca - 5 years
- Univision - 7 years
- Harper Collins - 1 year
- Oticon - 8 years
- NYC& Co. - 6 years
- Discover Long Island – 3 years

10. Provide a list of subcontractors the firm intends to utilize for the work or services, including relevant experience:

We anticipate doing all work in house, but should it prove necessary, we will work with our strategic PR partner agency, 5W PR.

- 5W has significant expertise in travel and hospitality PR, working with some of the world's most admired brands. They are ranked in the "Top 10" largest travel PR agencies, and their roster includes clients like Luna Park, Loews Hotels, Bowlero, Tzell Travel Group, Sanctuary Hotel, Jetsetter, Gray Line New York, Reservations.com, Vail Resorts, Box House Hotel Group, and more.

11. Qualifications of account staff, including resumes

Below ,please find the DX staff that would oversee each division of the account.



<p>SANDY RUBINSTEIN, CEO</p>	<p>Sandy has been an integral part of DX since its inception 18 years ago. First engaged as a consultant for the company on vision, offerings, and structure, and then becoming a client, Sandy joined DX in 2009 as CMO after a long marketing career in both entertainment and consumer brands. In 2015, she became the CEO and majority owner. Committed to education and giving back to the community, she gives her time and expertise to many organizations. Born and raised in both Miami Beach, Florida, and Santiago, Chile, Sandy is a graduate of the University of Miami, with many trips to Daytona for Spring Break.</p> <p>Location: Florida & New Jersey</p>
<p>BENJAMIN HORDELL, Partner</p>	<p>Ben applied his passion for marketing to build DX, a firm focused on consumer engagement and white glove customer service. Over the last 18 years, Ben has specialized in engagement strategies, creative ideation, and consulting companies on how to invest their marketing dollars most effectively. A graduate of Miami University, Ben was a Miami Hurricanes fan growing up, a fact the Miami office continues to bring up.</p> <p>Location: Washington, DC & Florida</p>
<p>ERICKA ARIAS- BERTANI, Vice President, Accounts</p>	<p>As a Miami native and lead account manager of DX Miami, Ericka partners with a variety of local, national, and international clients on the execution of strategic digital marketing, CRM, email marketing, SEO, and more. Drawing from her background in statistics, Ericka takes great care to measure, analyze, and optimize campaigns based on the latest relevant data. She brings 20+ years of marketing experience across a wide range of industries, in addition to her BA and MBA from Florida International University.</p> <p>Location: Florida</p>



<p>SYLVIA VIDAL, Senior Vice President, Insights</p>	<p>A Miami native, Sylvia brings 25+ years of research experience to the DX team. Her vast knowledge of designing and analyzing customer, competitor, and market intelligence across a wide variety of product and service categories has assisted numerous Fortune 500 companies in translating data into actionable insights. Sylvia’s expertise is in niche segments including multicultural—the topic of the two books that made her an author—and LGBTQ consumers. Location: Florida</p>
<p>BERRY JASIN Vice President, New Business</p>	<p>With a traditional media background from his years at various global media agencies, and a wealth of digital experience, Berry is known for providing a progressive approach to delivering on a client's ROI. Berry brings an attentive, smart approach to revenue-generating solutions in the digital space, regardless of the tactic being deployed. Location: Florida</p>
<p>ASHLEY DePERI, Vice President, Creative Director</p> <p>&</p> <p>JOSE HURTADO Art Director & UX/UI Lead</p>	<p>Ashley brings more than ten years of combined experience in design, art direction, and photoshoots to DX. With an emphasis on clear visual communication from project conception to final production stages, Ashley serves as a strategic thought partner to clients in the development and execution of holistic, fully integrated campaigns. Location: New Jersey</p> <p>Jose has worked in web design, user experience, and interface design for over 20 years. His award-winning work has been celebrated across some of the world’s biggest brands in categories like entertainment, confections, beverages, beauty, and emerging Hispanic brands. Location: Florida</p>
<p>JACK MICHELSON, Vice President, Media</p> <p>&</p>	<p>With over ten years of digital marketing experience, Jack leads the DX media team with innovative and strategic thinking. He excels at building and managing 360-degree media campaigns for B2C and B2B businesses. Location: New Jersey</p>



<p>PAULO O'SWATH Director, Media</p> <p>&</p> <p>MILE DUERO Sr. Director, Media</p>	<p>Paulo brings over ten years of digital marketing experience, working with brands in the sports, travel, automobile, CPG, QSR, and retail spaces. Location: Florida</p> <p>Mile is a creative, data-driven, technology-savvy media professional with over seven years of experience developing ROI-driven media strategies and managing over 2.5M in yearly ad spends for clients across a wide range of verticals. Location: Florida</p>
<p>NATALIE FOLGAR Sr. Director, Accounts</p> <p>&</p> <p>ANNE MARIE COURTNEY Sr. Director, Accounts</p>	<p>Natalie is a key lead for the accounts and strategy teams at DX, with over ten years of digital marketing experience. A social media and SEO expert, and overall digital strategist, Natalie firmly believes real results start with a solid strategy. Location: Florida</p> <p>Anne Marie taps into over 15 years of experience in online and offline strategic marketing development, media planning, and activation and project management. She has a passion for driving smart, strategic thinking grounded in data and analytics. Location: New Jersey</p>
<p>Key Executive Resumes</p>	<p>See Tab 7. Addenda for staff resumes</p>

12. Annual Billing for the past three years

- o 2019 - \$26,452,624
- o 2020 - \$17,707,096
- o 2021 - \$14,900,198

13. Documentation from the appropriate state’s agency confirming firm’s legal entity type. For non-Florida businesses, please submit

- a. Documentation from the state in which the business was formed
- b. Documentation from the State of Florida providing authorization to perform business in the State of Florida.
- c. Provide a Florida Department of State, Division of Corporations’ Sunbiz report



**STATE OF NEW JERSEY
DEPARTMENT OF THE TREASURY
DIVISION OF REVENUE AND ENTERPRISE SERVICES
SHORT FORM STANDING**

**DECENT XPOSURE LLC
0600210720**

I, the Treasurer of the State of New Jersey, do hereby certify that the above-named New Jersey Domestic Limited Liability Company was registered by this office on August 13, 2004.

As of the date of this certificate, said business continues as an active business in good standing in the State of New Jersey, and its Annual Reports are current.

I further certify that the registered agent and office are:

**SANDY RUBINSTEIN
75 GORGE ROAD
EDGEWATER, NJ 07020**



IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed my Official Seal at Trenton, this 31st day of January, 2022

**Elizabeth Maher Muoio
State Treasurer**

Certificate Number : 2612586833

Verify this certificate online at

https://www1.state.nj.us/TYTR_StandingCert/JSP/Verify_Cert.jsp



State of Florida

Department of State

I certify from the records of this office that DECENT XPOSURE LLC is a New Jersey limited liability company authorized to transact business in the State of Florida, qualified on January 26, 2017.

The document number of this limited liability company is M17000000757.

I further certify that said limited liability company has paid all fees due this office through December 31, 2021, that its most recent annual report was filed on February 4, 2021, and that its status is active.

I further certify that said limited liability company has not filed a Certificate of Withdrawal.

*Given under my hand and the
Great Seal of the State of Florida
at Tallahassee, the Capital, this
the Thirty-first day of January,
2022*



Ronald R. DeSantis
Secretary of State

Tracking Number: 1710746847CU

To authenticate this certificate, visit the following site, enter this number, and then follow the instructions displayed.

<https://services.sunbiz.org/Filings/CertificateOfStatus/CertificateAuthentication>



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DecentXposure LLC

No Events No Name History

Detail by Entity Name

Foreign Limited Liability Company
DECENT XPOSURE LLC

Filing Information

Document Number M17000000757
FEI/EIN Number 20-1492841
Date Filed 01/26/2017
State NJ
Status ACTIVE

Principal Address

12550 BISCAYNE BLVD. - 607
NORTH MIAMI, FL 33181

Mailing Address

75 GORGE ROAD
EDGEWATER, NJ 07020

Registered Agent Name & Address

RUBINSTEIN, SANDY
12550 BISCAYNE BLVD. - 607
NORTH MIAMI, FL 33181

Authorized Person(s) Detail

Name & Address

Title CEO/MGRM

RUBINSTEIN, SANDY
75 GORGE ROAD
EDGEWATER, NJ 07020

Annual Reports

Report Year	Filed Date
2019	02/07/2019
2020	06/08/2020
2021	02/04/2021

Document Images

02/04/2021 -- ANNUAL REPORT	<input type="button" value="View image in PDF format"/>
06/08/2020 -- ANNUAL REPORT	<input type="button" value="View image in PDF format"/>
02/07/2019 -- ANNUAL REPORT	<input type="button" value="View image in PDF format"/>
03/12/2018 -- ANNUAL REPORT	<input type="button" value="View image in PDF format"/>
01/26/2017 -- Foreign Limited	<input type="button" value="View image in PDF format"/>

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DecentXposure LLC

No Events No Name History



REFERENCES



Below, please see three (3) references of similar magnitude to this RSQ:

Reference #1	NYC & Company – New York City Tourism
Address	810 Seventh Avenue, 3 rd Floor
City, State, ZIP	New York, NY 10019
Contact Person	Jason Berman
E-mail & Phone	jberman@nycgo.com, (212)-484-1225
Date(s) of Service	DX has been the agency of record for NYC & Co., the marketing organization of New York City, for 6 years
Type of Service	DX assists NYC & Co. with Media Strategy, Media Buying and Planning, Creative Services, and Email marketing. DX has been a crucial and proud partner in pandemic recovery efforts for the city. Campaign spends range from \$100,000 to \$1,300,000.
Comments:	
Reference #2	ViacomCBS
Address	1515 Broadway
City, State, ZIP	New York, NY 10036
Contact Person	Michael Gnojewski
E-mail & Phone	michael.gnojewski@viacom.com, (212) 654-4399
Date(s) of Service	DX has been the agency of record for ViacomCBS' partnership marketing for 16 years.
Type of Service	DX assists with Campaign Strategy, Crisis Marketing, Program Ideation, Media Strategy, and Buying and Creative Production for programs involving partner organizations such as Charter, Comcast, Dish, and DirecTV. Campaign spends typically range from \$1,000,000 to \$3,000,000.
Comments:	
Reference #3	Mastercard International, Inc
Address	801 Brickell Ave, 12th Floor
City, State, ZIP	Miami, FL 33130
Contact Person	Luiz Lessa
E-mail & Phone	Luiz.Lessa@mastercard.com, (954)-706-3241
Date(s) of Service	2016-Present
Type of Service	CRM, Strategy, Creative, Content Creation, Web Development
Comments:	DX manages websites, CRM for both B2B and B2C in multiple markets, email marketing campaigns, web development, media buying, and strategy development.



INSURANCE





CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
01/31/2022

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Daman Associates 808 High Mountain Road Franklin Lakes NJ 07417	CONTACT NAME: Tatiana Barrera	
	PHONE (A/C No. Ext): (201) 891-3727 FAX (A/C No.): (201) 891-8008	
	E-MAIL ADDRESS: tatiana@damanassociates.com	
INSURED DecentXposure LLC d/b/a DXagency 75 Gorge Road Edgewater NJ 07020	INSURER(S) AFFORDING COVERAGE	NAIC #
	INSURER A: Travelers Insurance Company	
	INSURER B: Axis Insurance Company	
	INSURER C:	
	INSURER D:	
	INSURER E:	

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:	X		6804968M541	08/08/2021	08/08/2022	EACH OCCURRENCE \$ 2,000,000 DAMAGE TO RENTED PREMISES (Per occurrence) \$ 300,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 2,000,000 GENERAL AGGREGATE \$ 4,000,000 PRODUCTS - COM/PO/AGG \$ 4,000,000
A	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS			6804968M541	08/08/2021	08/08/2022	COMBINED SINGLE LIMIT (Per accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$			CUP0768T036	08/08/2021	08/08/2022	EACH OCCURRENCE \$ 5,000,000 AGGREGATE \$
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A	IOUB4970M708	08/08/2021	08/08/2022	PER STATUTE <input checked="" type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
B	Errors & Omissions			MCN000128461303	07/01/2021	07/01/2022	E&O Limit: \$5,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER IS LISTED AS ADDITIONAL INSURED AS PER WRITTEN CONTRACT.

CERTIFICATE HOLDER HAAA 126 EAST ORANGE AVE DAYTONA BEACH FL 32114	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE <i>Tatiana R. Barrera</i>
---	--

ACORD 25 (2014/01)

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TAB 4

CONFLICT OF INTEREST



CONFLICT OF INTEREST FORM

I HEREBY CERTIFY that

1. I, Sandy Rubinstein, am the (CEO) and the duly authorized representative of the firm of DecentXposure LLC d.b.a. DXAgency whose business address is 12550 Biscayne Boulevard, #607, North Miami, Florida 33181 and that I possess the legal authority to make this affidavit on behalf of myself and the firm for which I am acting; and,
2. Except as listed below, no employee, officer, or agent of the firm have any conflicts of interest, real or apparent, due to ownership, other clients, contracts, or interests associated with this project; and,
3. This Submittal is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a proposal for the same services, and is in all respects fair and without collusion or fraud.

EXCEPTIONS to items above (List):
None

Signature:



Date:

January 31, 2022

Printed Name:

Sandy Rubinstein

Firm Name:

DecentXposure LLC d.b.a DXAgency


STATE OF *FLORIDA*

COUNTY OF *PALM BEACH*

Sworn to and subscribed before me this 31st day of January, 2022, by Sandy Rubinstein, who is/are personally known to me or who has/have produced as identification.

14

NOTARY PUBLIC – STATE OF FLORIDA


Type or print name: *ROSE-CHAM M CALDERON*
Commission No.: *HH194913*
(Seal) Commission Expires: *11/12/2025*



TAB 5

FINANCIAL STABILITY



DECENTXPOSURE, LLC
FINANCIAL STATEMENTS
DECEMBER 31, 2016



INDEPENDENT ACCOUNTANT'S COMPILATION REPORT

To the Members'

Decentxposure, LLC

Edgewater, NJ 07020

Management is responsible for the accompanying financial statements of Decentxposure, LLC which comprise the statement of assets, liabilities, and members' equity- modified cash basis as of December 31, 2016 and the related statement of revenue and expenses and members' equity- modified cash basis for the year then ended, in accordance with the modified cash basis of accounting, and for determining that the modified cash basis of accounting is an acceptable financial reporting framework. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. We do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

The financial statements are prepared in accordance with the modified cash basis of accounting, which is a basis of accounting other than accounting principles generally accepted in the United States of America.

Management has elected to omit the cash flow statements and substantially all the disclosures ordinarily included in financial statements prepared in accordance with the modified cash basis of accounting. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the Company's assets, liabilities, equity, revenue, and expenses. Accordingly, the financial statements are not designed for those who are not informed about such matters.



Paramus, New Jersey
January 31, 2022

DECENTXPOSURE, LLC

STATEMENT OF ASSETS, LIABILITIES, AND MEMBERS' EQUITY -MODIFIED
CASH BASIS

December 31, 2016

ASSETS

	<u>2016</u>
Current Asset:	
Cash	\$ 2,103,804
Total Current Asset	2,103,804
Property and Equipment:	
Furniture & equipment	576,724
Total Property and Equipment	576,724
Less: accumulated depreciation	570,085
Net Property and Equipment	6,639
Other Assets:	
Loan receivable	21,732
Total Assets	<u>\$ 2,132,175</u>

LIABILITIES AND MEMBERS' EQUITY

Current Liabilities:	
401K payable	\$ 85,800
Accounts payable	477,899
Loan payable	51,210
Total Current Liabilities	614,909
Members' Equity	1,517,266
Total Liabilities and Members' Equity	<u>\$ 2,132,175</u>

See the Accountant's Compilation Report.



DECENTXPOSURE, LLC

STATEMENT OF REVENUE, EXPENSES AND MEMBERS' EQUITY - MODIFIED
CASH BASIS

For the Years Ended December 31, 2016

	<u>2016</u>
Revenues:	
Sales	\$ 12,668,844
Cost of sales	<u>5,216,565</u>
Gross profit	7,452,279
Operating Expenses:	
Salaries	3,265,532
Employee benefits	160,980
Payroll taxes	283,959
Consultants	534,831
Publicist	88,128
Occupancy cost	260,578
Utilities	47,571
Insurance	134,753
Business development and promotional	23,426
Professional fees	26,191
Payroll processing	1,973
Postage	1,905
Office supplies and maintenance	159,173
Telephone, fax and internet	39,082
Travel	110,740
Security	2,370
Computer software cost	124,061
Repairs and maintenance	13,132
Depreciation expense	71,882
Charitable contributions	17,534
Professional seminars	849
Dues and subscriptions	58,544
Bank charges and MC processing fees	42,509
Miscellaneous	8,490
Total Operating Expenses	<u>5,478,193</u>
Income From Operations	1,974,086
Other Income (Expense):	
Interest income	263
Interest expense	<u>(25)</u>
Net Income	1,974,324
Members' Equity at Beginning of Year	898,119
Members' Distributions	<u>(1,355,177)</u>
Members' Equity at End of Year	<u><u>\$ 1,517,266</u></u>

See the Accountant's Compilation Report.



DECENTXPOSURE, LLC

FINANCIAL

STATEMENTS

DECEMBER 31, 2018 and

2017



INDEPENDENT ACCOUNTANT'S COMPILATION REPORT

To the Members'

Decentxposure, LLC

Edgewater, NJ 07020

Management is responsible for the accompanying financial statements of Decentxposure, LLC which comprise the statements of assets, liabilities, and members' equity- modified cash basis as of December 31, 2018 and 2017, and the related statements of revenue and expenses and members' equity- modified cash basis for the years then ended, in accordance with the modified cash basis of accounting, and for determining that the modified cash basis of accounting is an acceptable financial reporting framework. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. We do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

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Paramus, New Jersey
January 31, 2022

DECENTXPOSURE, LLC

STATEMENTS OF ASSETS, LIABILITIES, AND MEMBERS' EQUITY -MODIFIED
CASH BASIS

December 31,

ASSETS

	2018	2017
Current Asset:		
Cash	\$ 3,089,797	\$ 1,859,063
Total Current Asset	3,089,797	1,859,063
Property and Equipment:		
Furniture & equipment	700,323	614,193
Total Property and Equipment	700,323	614,193
Less: accumulated depreciation	696,765	609,410
Net Property and Equipment	3,558	4,783
Other Assets:		
Loan receivable	44,989	36,748
Total Assets	\$ 3,138,344	\$ 1,900,594

LIABILITIES AND MEMBERS' EQUITY

Current Liabilities:		
401K payable	\$ 88,500	\$ 86,400
Accounts payable	74,273	312,990
Loan payable	37,675	-
Total Current Liabilities	200,448	399,390
Members' Equity	2,937,896	1,501,204
Total Liabilities and Members' Equity	\$ 3,138,344	\$ 1,900,594

See the Accountant's Compilation Report.



DECENTXPOSURE, LLC

STATEMENTS OF REVENUE, EXPENSES AND MEMBERS' EQUITY - MODIFIED
CASH BASIS

For the Years Ended December 31,

	<u>2018</u>	<u>2017</u>
Revenues:		
Sales	\$ 15,299,490	\$ 15,257,421
Cost of sales	<u>6,430,841</u>	<u>7,861,867</u>
Gross profit	8,868,649	7,395,554
Operating Expenses:		
Salaries	3,654,467	3,387,379
Employee benefits	211,714	160,115
Payroll taxes	192,846	188,708
Consultants	998,807	876,970
Commissions	5,500	-
Publicist	98,599	106,062
Occupancy cost	263,812	261,004
Utilities	29,182	53,174
Insurance	26,282	99,183
Business development and promotional	77,132	17,308
Professional fees	19,988	13,265
Payroll processing	1,975	2,160
Postage	2,495	3,762
Office supplies and maintenance	189,209	174,609
Telephone, fax and internet	74,223	41,834
Travel	155,427	111,645
Taxes	537	1,720
Security	2,679	2,513
Computer software cost	135,866	136,402
Repairs and maintenance	33,004	24,968
Depreciation expense	87,355	39,325
Charitable contributions	15,082	15,914
Professional seminars	2,413	27,250
Dues and subscriptions	100,257	54,438
Bank charges and MC processing fees	5,938	34,621
Miscellaneous	11,460	4,443
Total Operating Expenses	<u>6,396,249</u>	<u>5,838,772</u>
Income From Operations	<u>2,472,400</u>	<u>1,556,782</u>
Other Income (Expense):		
Interest income	309	247
Interest expense	<u>(822)</u>	<u>(638)</u>
Net Income	<u>2,471,887</u>	<u>1,556,391</u>
Members' Equity at Beginning of Year	1,501,204	1,517,266
Members' Distributions	<u>(1,035,195)</u>	<u>(1,572,453)</u>
Members' Equity at End of Year	<u>\$ 2,937,896</u>	<u>\$ 1,501,204</u>

See the Accountant's Compilation Report.



DECENTXPOSURE, LLC
FINANCIAL
STATEMENTS
DECEMBER 31, 2020 and
2019



INDEPENDENT ACCOUNTANT'S COMPILATION REPORT

To the Members'

Decentxposure, LLC

Edgewater, NJ 07020

Management is responsible for the accompanying financial statements of Decentxposure, LLC which comprise the statements of assets, liabilities, and members' equity- modified cash basis as of December 31, 2020 and 2019, and the related statements of revenue and expenses and members' equity- modified cash basis for the years then ended, in accordance with the modified cash basis of accounting, and for determining that the modified cash basis of accounting is an acceptable financial reporting framework. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. We do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

The financial statements are prepared in accordance with the modified cash basis of accounting, which is a basis of accounting other than accounting principles generally accepted in the United States of America.

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Paramus, New Jersey
January 31, 2022

DECENTXPOSURE, LLC

STATEMENTS OF ASSETS, LIABILITIES, AND MEMBERS EQUITY -MODIFIED CASH BASIS

December 31,

ASSETS

	2020	2019
Current Asset:		
Cash	\$ 4,438,247	\$ 3,051,242
Total Current Asset	4,438,247	3,051,242
Property and Equipment:		
Furniture & equipment	1,011,352	839,582
Total Property and Equipment	1,011,352	839,582
Less: accumulated depreciation	1,010,043	837,153
Net Property and Equipment	1,309	2,429
Other Assets:		
Investment	25,001	31,000
Loan receivable	38,887	48,964
Total Other Assets	63,888	79,964
Total Assets	\$ 4,503,444	\$ 3,133,635

LIABILITIES AND MEMBERS' EQUITY

Current Liabilities:		
401K payable	\$ 58,500	\$ 90,600
Accounts payable	47,590	91,393
Customer deposit	-	70,000
Loan payable	49,304	23,160
Total Current Liabilities	155,394	275,153
Members' Equity	4,348,050	2,858,482
Total Liabilities and Members' Equity	\$ 4,503,444	\$ 3,133,635

See the Accountant's Compilation Report.



DECENTXPOSURE, LLC

STATEMENTS OF REVENUE, EXPENSES AND MEMBERS' EQUITY - MODIFIED CASH BASIS

For the Years Ended December 31,

	<u>2020</u>	<u>2019</u>
Revenues:		
Sales	\$ 17,707,094	\$ 26,452,624
Cost of sales	<u>8,399,123</u>	<u>17,153,467</u>
Gross profit	9,307,971	9,299,157
Operating Expenses:		
Salaries	4,792,977	4,251,049
Payroll taxes	274,092	240,787
Employee benefits	103,271	262,112
Consultants	483,849	578,381
Publicist	8,500	98,693
Occupancy cost	501,495	551,025
Utilities	26,471	23,750
Insurance	31,717	33,732
Business development and promotional	18,429	86,075
Auto expense	10,532	12,092
Professional fees	17,360	36,585
Payroll processing	2,420	2,406
Postage	1,490	2,035
Office supplies and maintenance	120,225	229,646
Telephone, fax and internet	54,808	78,874
Travel	64,786	248,663
Taxes	1,040	953
Security	5,101	4,969
Computer software cost	136,579	326,764
Repairs and maintenance	62,844	22,614
Depreciation	172,890	140,388
Charitable contributions	19,407	26,437
Professional seminars	4,198	6,902
Dues and subscriptions	21,369	54,524
Bank charges and MC processing fees	30,466	26,236
Miscellaneous	<u>18,661</u>	<u>15,775</u>
Total Operating Expenses	<u>6,984,977</u>	<u>7,361,467</u>
Income From Operations	2,322,994	1,937,690
Other Income (Expense):		
Payroll protection loan forgiveness	894,000	-
Interest income	3,752	1,518
Unrealized loss	-	(94,000)
Interest expense	<u>(1,699)</u>	<u>(1,123)</u>
Net Income	3,219,047	1,844,085
Members' Equity at Beginning of Year	2,858,482	2,937,896
Members' Distributions	<u>(1,729,479)</u>	<u>(1,923,499)</u>
Members' Equity at End of Year	<u>\$ 4,348,050</u>	<u>\$ 2,858,482</u>

See the Accountant's Compilation Report.



BUSINESS TAX RECEIPT (BTR)



This section is not applicable, as DXagency does not have a physical location in Volusia County, therefore no submission is required



ADDENDA



Executive Summary

Innovative marketer with a proven track record of creating strategic brand positioning and developing integrated marketing, advertising and promotional programs. Proactive manager with excellent interpersonal, communication and leadership skills.

Professional Experience

2009 to **DXagency**

Current **CEO**

Marketing Engagement Agency

As Managing Director, oversee day-to-day operations, work closely with all DXagency clients, and plan and direct the future for the agency.

- Develop best in class integrated digital marketing strategies and advertising solutions for DXagency's clients who include: Mastercard, NYC&Co, Viacom, Seneca Foods, Univision, A&E, Global Citizen, Ballys/Fox Sports, LiveNation, Nat Geo Books, Oticon, Welch's Fruit Snacks, Reelz, Tocca and so many more.
- Conceptualize consumer facing digital marketing strategies that complement a client's traditional media plans as well as opportunities to have digital marketing efforts lead outward communications and drive messaging.
- Provide clients best in class sponsorable marketing and technology opportunities that drive client advertising revenue.
- Oversee and lead a team of 65 internal professionals and manage dozens of external relationships.
- Oversee all company verticals including - Account Management, New Business, Media Planning and Buying, Design, Development, IT, Long Term Planning, Human Resources, Legal, Finance, Operations and Workflow Responsibilities.

2006 to
2009

Lifetime Entertainment Services

SVP Marketing (07-09)

Vice President, Ad Sales and Affiliate Marketing (06-07)

Lifetime, LMN, LRW, Lifetime On Demand, LMN in Espanol on Demand, Lifetime HD, LMN HD

Establish and develop a comprehensive strategic brand position for Lifetime Networks, which services all internal and external constituencies including: consumers, affiliate, new media, advertisers and industry professionals. Oversee and lead the strategy and deployment of innovative marketing programs, which extend across all media platforms, to increase brand recognition and relevancy to a new younger consumer which ultimately will drive ratings.

- Manage the following disciplines across Lifetime Entertainment's 7 platform offerings: Consumer Marketing, Traditional and Non-traditional Media, Digital Marketing, Strategic Partnerships, Ad Sales/Affiliate Marketing and On-Air Promotions/Strategy.
- Collaborate with the network's two CMOs to staff and manage a bi-coastal Marketing Department.
- Provide strategic support to the CMOs in addressing short and long-term plans, identifying internal and external business building opportunities, commissioning and interpreting research, driving program results and providing ongoing efficiency of budgets.
- Lead a team of 35 professionals internally as well as manage dozens of outside agencies, consultants and vendors.
- Manage budget in excess of \$65 Million.

Consumer, Digital and Media Marketing

- Develop and implement internal and external strategic advertising/media plans that promote Lifetime's key initiatives with media in market 45 weeks of the year. Areas include - Programming, Consumer Events, On-Line, VOD, HD, Mobile, Public Affairs, Ad Sales and Affiliate Marketing.
- Oversee and develop immediate and long-term marketing campaigns that drive viewership to Lifetime, create consumer and trade buzz, change brand perceptions and contemporize the network with a keen eye on creativity, pop culture and innovation.
- Manage and encourage the exploration of unique, non-traditional marketing avenues to reach a younger female viewer. This includes being at the forefront with new technology platforms, internet, word-of-mouth, stunts, etc.
- Develop and execute a highly targeted digital marketing strategy promoting the linear network, the website, broadband, VOD and mobile.

Strategic Partnerships

- Negotiate and build strategic relationships, with new or existing clients, which will provide greater depth to Lifetime's already existing media campaigns by utilizing our partners' communication channels.
- Develop and manage in-show relationships with partners for our original content including: *Army Wives* with Ford Motor Company and Tyson, *How To Look Good Naked* with Vespa, Redbook and Keri and *Rita Rocks* with SCJ.
- Create revenue generating sponsorship opportunities/platforms to increase advertising client expenditures.
- Represent Lifetime on the Disney Synergy team and the Hearst Magazine Integrated team to encourage intra-company support for Lifetime.

Ad Sales and Affiliate Marketing

- Build network's Upfront strategy, communications, events, trade ads and materials in support of Ad Sales revenue goals. Also oversee the creation and execution of up to 20 yearly consumer and BtoB trips and events.
- Oversee the management of client B-to-B websites for both National Ad Sales and Affiliate Marketing ensuring the most current network and brand information is available to our business constituencies as well as develop all sales materials used in the field.
- Work with the Affiliate Distribution team to drive local revenue for affiliates through marketing events and promotional programs, with a goal of \$15 million in cross-channel value in return.
- Manage the development and creation of the network's merchandise/premium catalog.

On-Air Promotions/Strategy

- Oversee media planning for each Lifetime channel, guide team on priorities and manage the creation of the appropriate spots to support each campaign and it's messaging.
- Develop and manage cross-network on-air promotion strategy that drives demand for all our services and brings viewers to key programming.

2005 to
2006

Rainbow Media, Fuse Music Television Vice President, Marketing

- Manage the following disciplines in association with all the various programming platforms: Brand Creative, Sponsorship Promotions, Trade Marketing, Pro-Social Initiatives, Consumer, Partnership Marketing, Advertising, Grassroots Marketing, On-Line Store and Licensing.
- Establish department goals and analyze performance results to ensure efficiency of the programs, return on investment and potential impact on revenue.
- Build strategic relationships which will extend Fuse's brand messaging, for any media platform (On-Air, On-Line, Mobile, On-Demand), utilizing our partners' reach and communication channels.
- Strategic Development of brand defining marketing, promotion and advertising campaigns targeted to the consumer, trade and press.
- Develop network strategy for marketing new technologies and applications to the consumer, trade and press including: SMS TV, VOD and Mobile Video Services.
- Act as a brand steward including network re-launch and re-branding efforts- to ensure all advertising and communication programs are focused, integrated and support the network's new positioning.
- Work with show producers in London on launch strategies, marketing and licensing programs.
- Build a network upfront communication strategy, year-long sales materials and client sponsorship plan.
- Provide profit and loss accountability including full management and line responsibilities for marketing, creative and production teams.
- Develop a brand appropriate Pro-Social initiative for Fuse.
- Establish a brand licensing program, oversee creation of an on-line store and develop relationships with potential licensees for the future.

2000 to
2005

Viacom, Nick@Nite and TV Land

Vice President, Sponsorship and Promotions Marketing (02-05)

Director, Advertising Trade Marketing and Promotions Marketing (00-02)

- Create and manage strategic marketing and promotional initiatives, which extend the networks' brand identity, aid in meeting networks' audience delivery goals and assist in securing over \$200 Million in ad revenue.
- Proactively identify, negotiate and manage new relationships with key decision makers resulting in significant on/off-channel, multi layered promotional programs. Partners included 20th Century Fox, Sony, WB, Campbell's, Wendy's, Mentos, Quiznos, Home Depot, Pizza Hut, Hasbro, Denny's, Honda, Revlon, Orbitz and P & G.
- Leverage network opportunities through strategic promotional relationships within Viacom family of companies.
- Brief and direct outside agency on the creative development for network advertising campaigns as well as strategically manage the media planning for each initiative.
- Manage the creation of promotional proposals and custom sales presentation software, which will maximize client media expenditures, secure new business and increase revenue.
- Manage the development and implementation of all TV Land and N@N direct mail campaigns targeting database of promotional partners, media buyers and planners.
- Develop and implement events and all upfront efforts including: Upfront Presentation for 1500 clients, Roadshow Presentation, Awards Show Client Weekend, Sr. Client Palm Beach Golf Event.
- Work with on-line group to develop on-air/on-line promotional extensions helping extend .com brand efforts as well as digital sales goals.

1999 to 2000

**General Motors
R*Works -Northeast Region
Director, GMC Trucks and Cross Divisional Opportunities**

- Develop, negotiate and implement strategic marketing opportunities on behalf of General Motors and its divisions throughout the Northeast Region as well as leverage national campaigns on a regional level.
- Evaluate promotional/sponsorship opportunities with a high concentration of entertainment and sports properties. Examples include: NY Rangers, Macys Day Parade, NY Jets and Madison Square Garden Theater.
- Work in conjunction with GM advertising and buying agencies to leverage buys.
- Develop, negotiate and manage large events on behalf of the GMC Division in the Northeast as well as create guerilla marketing initiatives in association with those events as well as develop strategic Cross-Divisional opportunities to maximize Division identification.

1997 to 1999

**USA Networks, Inc.
The SciFi Channel
Manager, Consumer Promotion & Marketing**

- Develop, negotiate, implement and manage all aspects of national network brand promotions for on-air and on-line properties. Clients include: Sony, AT&T, New Line Cinema, Hasbro, Best Buy, Best Western, Budget Rent-A-Car, Miramax, Universal Pictures, Lycos, Web MD, Burger King, General Motors, SC Johnson, American Home Products, Circuit City and Hershey.
- Develop sales presentations to maximize client media expenditures, secure new business and increase revenue.

1993 to 1997

**THE BOX, Music Network
Manager, National Promotions and Marketing**

- Developed, created and managed all promotions with major record labels, movie studios and consumer product companies such as Sony Music Group, Arista, Interscope, Atlantic, Columbia Pictures, New Line Cinema, Electronic Arts, Gatorade, American Airlines, Reebok and Universal Studios.
- Managed creation, planning and implementation of BOXTunes, a compilation franchise released through a division of Island Records. This entailed legal clearances, album copy, package design, marketing plan, advertising, promotion and retail activities.

1992 to 1993

**Polygram Records – Latin American Division (All Spanish Language)
Promotions**

Additional assignments have included:
VH 1- *Hip Hop Honors*- 2006
WWE- *Wrestlemania*- 2010

Education **University of Miami** **Double Major:** Classical Voice & Business
Bachelors of Music Media Industry **Minor:** Marketing

Volunteer Work

Edgewater Education Foundation, Founder and Trustee
 President, Edgewater Board of Education, Elected Official 2013 to Current
 University of Miami Business School Marketing Department Board Member
 Tamid Board of Directors Member
 Jewish Federation of Northern New Jersey Women’s Philanthropy Board Member
 Kids That Do Good Board of Directors Member
 Jewish Family Services Gala Member
 Former Co-Chairperson for Cancer Care for Kids Benefit and Committee Member,
 Academy of Television Arts and Sciences, AWPY, Women in Consumer Electronics,

Fluent in Spanish (First Language)

BENJAMIN HORDELL

EDUCATION

1998-2002 Miami University Oxford, OH

Bachelor of Science in Business, Double Major in Marketing and Management

- 3.66 G.P.A, cum laude

PROFESSIONAL EXPERIENCE

[8/2004-Present] DXAgency/DecentXposure LLC Edgewater, NJ

Founding Partner

- Responsible for business development, product development, strategy and client relations.

[5/2002-5/2005] Everfine Records and Artist Management New York, NY

Director of Promotions and Street Teams , Creative Services Advisor

- Created and managed nationwide grass-roots street team to aid in the promotion of record releases, concerts, festivals and label awareness. Team was integral in helping rock act O.A.R. sell 1,000,000 records.
- Served as an artist relations manager tasked with keeping emerging talent on the label's radar.
- Aided in the art direction and creation of all label merchandise, record releases and promotional items.
- Operated as the label contact for all promotional material and product suppliers to the label and its clients. Responsible for cultivating these relationships and securing endorsements.
- Served as the Project Manager for the LAVA/Atlantic/Everfine artist "Louque"
- Assistant the label president in general day to day activities.

VICE PRESIDENT OF ACCOUNTS

- Results-oriented Digital Marketing Executive with a proven ability to accelerate P&L performance, lead acquisition, and brand awareness through the architecture and delivery of best-in-class analytics-driven solutions.
- Proven blend of business and technical aptitude. Successful delivering marketing vision for diverse industries.
- Experienced managing multinational teams, programs, and campaigns. Fully bilingual in English and Spanish.
- Excels in building and utilizing team talents to maximize client deliverables and optimize account management.

SKILLS & COMPETENCIES: Vision Definition | CRM Database Marketing Strategy | Email Marketing | Brand Architecture | Analytics | Business Intelligence | Consumer Insights | Digital Content | Social Media | Salesforce Marketing Cloud | Salesforce Pardot | Salesforce Social Studio | Sage CRM | DOMO | Google Analytics | Adobe Analytics | Dreamweaver | SPSS | HEAT | CMS | Constant Contact | Percolate | Hootsuite | Brandwatch | Synthesio | MailChimp | Klaviyo | Click Dimensions | InterAction | Filesite | E-Merge | Tikit | Responsys | SQL | HTML | ACCPAC | SimilarWeb | Rival IQ | Datorama | MS Office

PROFESSIONAL EXPERIENCE & SELECTED ACHIEVEMENTS

DXAGENCY: Miami, FL

2016–Present

Vice President of Accounts, International (2020-Present)

Principal Supervisor of Miami Office. Oversee DXAgency’s International offices: Barcelona, Austin, Mexico, London. Head of the Direct the development and execution of digital marketing programs as strategic partner and account lead. Supervise the CRM and SEO Divisions.

- **Program managed creation and execution of regional CRM strategy.** Partnered with client executives to build tailored content strategies driving brand performance in 9 major markets and 3 languages.
- **Expanded the Miami Office staff by over 200%.** Developed and implemented staffing policies that reduced company turnover and increased company efficacy during remote office and teleworking mandates/options.
- **Developed dynamic, robust CRM and email campaigns.** Drove alignment on brand architecture, budget, content, calendar, segmentation, QA, and best practices.

Sr. Director of Accounts and CRM (2018-2020)

Supervise and onboard the Miami office staff, as well as being responsible for creation and spearheading of personnel trainings. Lead CRM strategist, which included the direct execution of digital marketing programs as strategic partner and account lead. Accelerate brand performance via management of CRM-driven communications including roadmap development, customer segmentation, creation and distribution of B2B and B2C email campaigns in proprietary content management platform, A/B testing, quality assurance, legal compliance, data administration, and sales support. Oversee community management during various campaigns for client’s family of brands.

- **Improved data governance via consolidation and integration of disparate B2B CRMs into unified Salesforce platform.** Delivered single “source of truth” that enabled innovative cross-marketing synergies.
- **Established and executed a complete regional B2B CRM Strategy.** Developed reporting structures, defined metrics, built standard operating procedures and best practices, and led staff training for over 19 counties.

- **Developed CRM BI dashboard in DOMO, providing real-time digital marketing performance insights.** Facilitated cross-planning via weekly client executive briefings.
- **Authored a Lifecycle Marketing Playbook for client’s Global Digital Marketing team.** Defined best practices for strategy, benchmarking, and execution to serve as a guide for all five of the company’s regions.
- **Managed the Fortune 100 client’s B2B2C Marketing Website.** Managed the migration of CMS systems. Oversaw the management of over 1000 assets, page building, site analytics and reporting.

CRM Manager – Latin America (2016–2018)

Direct the development and execution of digital marketing programs as strategic partner and account lead. Accelerate client’s regional brand performance via management of CRM-driven communications including roadmap development, customer segmentation, creation and distribution of B2B and B2C email campaigns in proprietary content management platform, A/B testing, quality assurance, legal compliance, data administration, and sales support. Oversee community management during various campaigns for client’s family of brands.

- **Program managed creation and execution of regional CRM strategy.** Partnered with client executives to build tailored content strategies driving brand performance in 9 major markets and 3 languages.
- **Developed dynamic, robust CRM and email campaigns.** Drove alignment on brand architecture, budget, content, calendar, segmentation, QA, and best practices.
- **Grew client database by 89K and increased email open rate to 30%.** Strengthened content and engagement via strategic insights gathered across customer journey on 360 campaigns per year.
- **Created and executed programs for new corporate campaigns,** including sponsorships, relaunch of products, and partnership on TV series aired on major cable networks.

LOGIOPS CORPORATION: Miami, FL

2012–2016

CRM Marketing Manager & Finance Relations Lead

Recruited by distributor of Asian tire brands to Latin America and operator of annual Latin Tyre Expo to build and manage the company’s 360-degree CRM and email marketing strategy. Collaborated with internal creative and brand teams and C-suite leadership on design, execution, and optimization of digital campaigns, marketing analytics, and sales tools. Held dual role managing corporate receivables and collections.

- **Developed and implemented corporate relationship management roadmap.** Designed workflows and interdependencies, created CRM database, and architected email templates.
- **Elevated strategic agility of corporate marketing function.** Partnered internally to develop mission critical processes, create unified library of assets and messages, and build and execute promotions calendar.
- **Designed and led broad variety of B2B2C programs.** Created editorial vision, wrote copy, produced emails in content management platform, and executed and measured impact of campaigns.
- **Built and managed broad variety of sales tools** including print collateral, presentation decks, and product training materials. Created Excel-based bid development tool that created real-time sales quotes.
- **Decreased outstanding A/R balances by 80% and collections cycle from 90 to 14 days (-84%).** Created billing processes and reports, resulting in increased accountability and reduced past due balances.
- **Project managed diverse technology initiatives,** including integration of CRM platform with ERP via creation of API solutions.

BECKER & POLIAKOFF: Fort Lauderdale, FL

2009–2012

Marketing & CRM Project Manager | Data Management

Managed Client Relationship Management marketing for major regional law firm with 12 offices in 3 states. Produced and edited email campaigns from initial copywriting through execution, and performed database and

customer segmentation. Worked with firm partners and marketing staff to develop overarching client communications strategies. Managed budgets and marketing IT support.

- **Developed and managed email campaigns for 250K+ recipients.** Curated content, designed emails in CMS, and managed segmented marketing distribution and analytics for promotions and events.
- **Led staff training on CRM functionality and utilization.**

MIAMI–DADE COUNTY PUBLIC SCHOOLS: Miami, FL
Administrative Assistant | Marketing Coordination

2004–2009

Administered and edited content on district website. Provided internal technical and operational support on variety of internal communications platforms.

EDUCATION & TRAINING

FLORIDA INTERNATIONAL UNIVERSITY CHAPMAN GRADUATE SCHOOL OF BUSINESS: Miami, FL
Master of Business Administration (MBA) Degree

FLORIDA INTERNATIONAL UNIVERSITY: Miami, FL
Bachelor of Business Administration (BBA) Degree in Management Information Systems

- **Certification in Retail Marketing**

SYLVIA N. VIDAL

813 Palermo Avenue
Coral Gables, FL 33134

305-491-7752
snvidal11@gmail.com

MARKET RESEARCH PROFESSIONAL

A results-oriented professional with vast consumer insights and research experience; designing, executing, analyzing and interpreting customer, competitor and market intelligence across a wide variety of product and service categories.

CORE COMPETENCIES

Strategic Thinking • Detailed Oriented • Self Starter • Research Design • Latin America Caribbean • Multicultural Specialist • Trend Analysis • Millennials • Analytical Skills
Product Innovation • Hispanic Specialist • Decision Making Skills • Moderator
Project Planning • Qualitative & Quantitative • Project Management

EXPERIENCE

SENIOR VICE PRESIDENT, INSIGHTS DXAGENCY

2021-Present

- Work with clients on strategy development, marketing planning, establishing KPIs and tracking on going progress towards goal attainment.
- Assist clients in identifying shifts in consumer behavior and identify upcoming trends.
- Function as research and insights subject matter expert and point-of-contact for strategy, customer experience, product value, and loyalty for agency clients.
- Work with clients on identifying and utilizing insights platforms to use to democratize research across their organizations.
- Continue to serve as the Head of Research & Insights for Mastercard across Latin America and the Caribbean.

VP, INSIGHTS & RESEARCH DXAGENCY

2020-2021

- Lead a team that designs, coordinates, and executes qualitative and quantitative consumer research projects for clients; connects the dots to generate holistic and actionable insights that are grounded in consumer knowledge and guided by a broader understanding of our client's business context and implications.
- Serve as consultant for clients on qualitative and quantitative research design, methodology and results.
- Improve and expand the team by attracting, developing and retaining high-performing research professionals who bring diverse perspectives and excel within an inclusive environment.
- Continually build bridges to firm up fruitful collaborations with senior leadership across the different areas of the agency.

- Motivate, coach, and develop a research team and inspire them to uncover the “so what” of all deliverables, and to maximize their impact for clients.
- Conduct research including competitive analysis, emerging opportunities, and consumer insights for clients.
- Provide strategic leadership on all aspects of existing business on multiple, large and small accounts.
- Craft well written insight/strategy presentations for new/existing business; ability to analyze, crystalize and story-tell.

INSIGHTS & STRATEGY CONSULTANT (LATAM RESEARCH HEAD)**2016-Present**

MASTERCARD INTERNATIONAL– LATIN AMERICA & CARRIBEAN REGION

- Work with LAC Marketing team to re-set the role of research to build a world class consumer centric insights organization throughout the region that drives a culture of insights-based planning and promotes decision-making that triggers innovation.
- Utilize insights and trends data to drive the development of consumer-led and trends-inspired core product innovation.
- Translate data into actionable insights that will assist in the differentiation of the company’s core products and generate brand affinity.
- Maintain a pulse on and provide an understanding of global trends and interpret their impact on the financial payments industry.
- Educate cross-functional teams on trends impacting the industry and provide perspective and rationale on product repositioning to leverage trends.
- Partner with cross-functional teams to understand key business drivers and KPIs.
- Recommend research design that addresses project scope within budgetary parameters.
- Organize and host workshops/ideation sessions with cross functional teams to foster innovative product development.
- Gather data and insights to develop a better understanding of the brand’s strategic value consumer and assist in developing a strategic value proposition for this target.
- Work with ad agency to provide insights to assist with campaign development.
- Design and manage research studies to measure impact of marketing efforts: brand equity tracking, brand health KPIs, digital (brand lift) studies, usage and attitude studies, concept tests, creative checks, product development research and more.
- Measure impact and efficacy of digital marketing efforts across a variety of digital platforms and work closely with the internal team to develop digital KPIs.
- Manage brand health and equity trackers across the region providing regular updates on brand performance.
- Manage \$2M research and insights budget ensuring effective and impactful use of funds.

MANAGING DIRECTOR /DIRECTOR OF RESEARCH
MULTICULTURAL INSIGHTS, INC. – Coral Gables, FL**2004-2019**

- Assist clients in developing an understanding of the multicultural consumer segment and promoting its importance within their organization in an effort to attain “buy-in” and support from upper management.
- Conduct in-depth reviews of client’s past and current research to understand and pinpoint gaps in learning.
- Provide clients and their marketing team with a holistic view of their target customer using a combination of sources (e.g. primary & secondary research, syndicated data).
- Manage all phases of research; design research studies and provide consumer insights and strategic analysis/direction to clients based on research objectives.
- Experience conducting ad hoc studies across a wide variety of product/service categories: pharmaceuticals, automotive, insurance, financial services, health care, apparel/clothing, carbonated soft drinks, telecommunications, travel & tourism, quick service restaurants, consumer goods, retail & discount stores, alcohol beverages, utilities, cosmetics/health and beauty, as well as entertainment and media.
- Vast experience with qualitative and quantitative research processes, including: needs assessments, concept testing, ad testing, price elasticity, ad testing and tracking, customer segmentation, customer satisfaction & loyalty, customer experience, brand tracking (quarterly and continuous), competitive assessments, acquisition, retention and defection, deep dive analysis, research reviews, social listening/monitoring and market sizing.
- Responsible for business development and strategic relationships with Fortune 500 clients. Clients include Pfizer, Diageo, Comcast, EJ Gallo, Brown Forman, AstraZeneca, The Home Depot, Boehringer Ingelheim, Carnival Cruise Lines, Cox Communications, Colgate-Palmolive, Kraft Foods, Leon Medical Centers, Walt Disney Resorts, Visit Florida, American Airlines, General Motors, The Ford Motor Company, Proctor & Gamble, Univision, The US Army, The US Marine Corp., Mastercard, Levis, Voit, Publix, Honda Motor Company, Hershey’s, among others.
- Hire, train, and manage research staff of 30+ employees and conduct semi-annual reviews to ensure compliance with company objectives. Ensure ongoing training and learning opportunities to foster growth and development.
- Responsible for developing the firm’s financial forecasting and budgeting; ensuring financial budgets are adhered to and company financial goals are met.

MANAGING DIRECTOR**1994 – 2004**MARKET SEGMENT RESEARCH, INC. (*a WPP Company*) - Coral Gables, FL

- Responsible for the operation of the research firm - qualitative, quantitative and field departments/total of 100+ employees.
- Work with clients on developing brand strategies as they relate to the multicultural consumer based on primary and secondary research data.
- Ensured milestones across 30+ research projects running simultaneously were achieved and that client expectations were met or surpassed.

- Designed, fielded, managed, analyzed and co-authored the *2001 and 2003 Multicultural Report: A Portrait of the New America*. The first non-proprietary multicultural research conducted among Hispanics, African American and Asian available to corporate clients all in one book.
- Responsible for the editorial content of the company research newsletter distributed to 2,000+ Fortune 500 clients.
- Coordinated and set-up multiple multicultural conferences across the nation (Miami, New York, Chicago and Los Angeles). Responsible for all conference logistics including catering menus, A/V requirements, and attendee/speaker database management.
- Planned and executed logistics for several Multicultural Think Tanks with industry experts in several major multicultural U.S. markets.

SR. PROJECT DIRECTOR**1991 – 1994**MARKET SEGMENT RESEARCH, INC. (*a WPP Company*) - Coral Gables, FL

- Responsible for overall research project management: from screener/questionnaire design to final report and analysis. Analyzing qualitative & quantitative information to support and review new and existing marketing and sales strategies for clients.
- Managed all aspects of projects both qualitative and quantitative. Setting up field, monitoring data collection progress, insuring scheduling milestones were met in order to ensure deliverables were provided on schedule.
- Regularly updating clients on the status of projects and solving issues that may have arisen along the way.

EDUCATION

BACHELOR'S IN BUSINESS ADMINISTRATION/MARKETING & INTERNATIONAL BUSINESS
FLORIDA INTERNATIONAL UNIVERSITY, Miami, FL**ASSOCIATES OF ARTS, BUSINESS ADMINISTRATION**
MIAMI DADE COMMUNITY COLLEGE, Miami, FL

LANGUAGES

Fully Bilingual (English/Spanish)

BERRY JASIN

954.609.2887 • berry@abmediapartners.com • linkedin.com/in/berry-jasin • Parkland FL 33076

SUMMARY

Sales and marketing senior executive, with strong experience in leadership, account management, and business development.

EXPERIENCE

CONVERGENCE DIGITAL: *EVP Partnerships* 2014 – Present

- Increased revenue by 20% within first 9 months through new business development efforts.
- Generated 15 new annual account contracts; including Cooper Tires, MetLife, Visit Florida and Lexus.
- Directed a 40-member team to establish and execute digital strategies for clients.
- Served as the primary point-of-contact for ongoing client / agency relationships.

SPANISH BROADCASTING SYSTEMS (SBS): *CRO & SVP of Sales* 2011 – 2014

- Increased national radio sales revenue from \$18M to over \$28M within three years.
- Drove a 20% compounded annual growth rate for the company.
- Implemented new management structure, processes and metrics to instill a dynamic sales culture within first 18 months.
- Revised digital sales and product offerings, yielding an increase of \$3M in new revenue streams.
- Created a cohesive communication platform to increase inter-departmental cooperation and efficiencies.

CBS TV GROUP: *SVP Client Partnerships* 1997 – 2011

- Top revenue producer of the TV station group represented for 10 consecutive years.
- Generated 9% year over year increase in revenue from local, regional and national markets.
- Established and maintained ongoing client relationships with C-level and senior sales executives.

CLEAR CHANNEL RADIO FLORIDA: *Senior Account Director* 1996 – 1997

- Developed initiatives to increase revenue of 6 owned stations, from local and national clients.

FAIRBANKS COMMUNICATIONS: *Regional Sales Manager* 1993 – 1996

- Led new business development for Fairbanks radio group, consisting of 3 regional radio stations.
- Increased revenue and rates by over 20%, compounded annually, achieving consistent top sales status.

WAXY AND WMJX: *Account Manager* 1989 – 1993

- Diversified revenue base between 2 radio stations, becoming one of the top company sales performers.

HARTE-HANKS COMMUNICATIONS: *VP of National Sales* 1984 – 1989

- Launched new sales team and generated new revenue from national accounts.
- Successfully developed new and existing business in Florida, Texas and California markets.

EDUCATION

FLORIDA STATE UNIVERSITY: *Bachelor of Arts Degree* 1983

UNIVERSITY OF MIAMI: *Associate of Arts Degree*

SKILLS & MEMBERSHIP

SKILLS: Fluent in English and Spanish, Word, Excel, PowerPoint, Pages, Numbers, Keynote

MEMBERSHIP: The Ad Council, HMC (formerly AHAA), Radio Ink, ANA

References will be provided upon request



EXPERIENCE

VP, Creative Director, DXAgency / Edgewater, NJ / October 2021 - Present

Art Director, DXAgency / Edgewater, NJ / September 2019 - October 2021

Manage a team of 5 designers, ranging from junior to senior levels, and external partners such as freelancers, photographers, and stylists; Art direction and prop styling for a variety of clients, including jewelry and CPG brands; Design digital marketing materials that include websites, emails, advertisements, etc.; Design and concept content for social media; Design internal marketing materials for DXAgency; Partner with account managers, media team, and content team to ensure alignment with brand KPIs; Lead new business pitches & client calls.

Senior Graphic Designer, Komar Brands / Jersey City, NJ / March 2018 - September 2019

Art direction and set design for intimates and sleepwear brand photo shoots in-house and on location; Designed new brand logos and guidelines; Designed packaging for in-house brands, including boxes, trays, bellybands, and hangtags; Constructed mockups for use in meetings and presentations; Designed print and digital ads, lookbooks, and window posters; Continuously partnered with project managers, brand teams, and external partners to design content that is consistent with the Komar brand, and all brands owned and licensed by Komar.

Freelance Designer, Ashley De Peri / NJ & NY / 2009 - Present

Design logos/invitations/print materials for weddings, business cards, and apparel graphics.

Senior Graphic Designer, Gap / New York, NY / October 2016 - November 2017

Lead designer of promotional materials, including window posters and in-store signage; Designed digital ads and social content, including mobile ads, snapchat filters, and social media posts; Designed brand guidelines for seasonal image usage for the GapKids, babyGap, and GapFit brands; Key point of contact for all retouching needs for Kids & Baby seasonal imagery; Partnered with project managers, planning team, and PR team to create content that was consistent across all brand outlets.

Senior Graphic Designer, New York Health & Racquet Club / New York, NY / October 2015 - October 2016

Lead designer responsible for creating and maintaining visual communications across all locations, including advertising, club and window signage, direct mail, apparel and website; Designed and produced annual ad campaigns for the New York Post, and bi-annual campaigns for subway ads; Managed the production and installation of club windows; Art direction for seasonal campaign photoshoots; Managed the workflow of junior designers, freelancers, photographers, etc.

Senior Production Artist, Gap / New York, NY / November 2014 - October 2015

Responsible for the creation of mechanicals for North America, specifically managed pre-press production of in-store signage, marketing, window displays, floor stands, large format images, and social posts; Developed the GapKids and babyGap monthly creative directive books for global distribution, which included guidelines specific to window and floor displays, as well as directives for in-store marketing and signage.

Graphic Designer, Brooks Brothers / New York, NY / June 2011 - November 2014

Conceptualized and designed all brand collateral, including direct mail, advertisements, banner ads, in-store signage, catalogs, invitations and more; Collaborated with other designers and Creative Director on key campaigns, such as Holiday and Semi-Annual Sale; Prepared files for print production and approved proofs for color, layout and content.

EDUCATION

Bachelor of Fine Arts in Graphic Design, Cum Laude, May 2010

The College of New Jersey, Ewing, NJ

SKILLS

Proficient with Mac platforms

Expert understanding of Adobe CC (Illustrator, InDesign, Photoshop, Lightroom, and XD) and Microsoft Office Suite

Advanced knowledge of logo and vector art rendering, photo editing, production, and screen printing

Intermediate knowledge of the Italian language

Jose Hurtado

Multidisciplinary UX/UI Designer

website. <http://hurtadojose.com>

birth. 08/30/1980

skills.

Problem Solving Ability
Research and Planning
Creativity & Ideation
Digital Marketing
Multitasking Guru
Fast Learning Ability
Visual Communications
Web Design & E-commerce
Social Media and Networking
Printing Process & Packaging

employment.

UX/UI Senior Director - Full Time
DX AGENCY - Miami, FL
August 2019 - Present

Sr. Visual Designer/Art Director - Freelance
NESTLÉ USA - Glendale, CA
June 2016 - July 2019

Creative Director - Freelance
Novo Productions - Ontario, CA
March 2009 - May 2016

design skills.

User Experience
Design Systems
Shopify/Wordpress
HTML, CSS, JS, React
Interface Design
2D/ 3D Animation
Art Direction
Brand Identity
Design Thinking Methodology
Typography & Color Theory
3D Modeling/Visualization
Data Analytics

education.

California Institute of the Arts
Specialization - UX/UI Design
2020

IBM
Certificate - Design Thinking Co-Creator
2020

Adobe Certifications
Photoshop, After Effects, Illustrator and Dreamweaver
2005 to Present

CIDIG, Venezuela
Bachelor's Degree - Graphic Design
Graduation - June 1999



Jack A. Michelson

27 Oak Road ▪ Briarcliff Manor, NY 10510 ▪ 650.504.3197 ▪ jackmichels@gmail.com

WORK EXPERIENCE

DX Agency

Edgewater, NJ

Vice President, Head of Paid Media

March 2020 – Present

- Department head responsible for the strategy and implementation of \$30+ million in digital and offline media across 25+ clients ranging from Fortune 500 (NBCU, Mastercard, ViacomCBS) to upstart companies (Wild Earth, Läderach, Tocca)
- Successfully won 10+ new clients through new business opportunities which has led to an increase in department revenue
- Lead a team of digital media experts by effectively implementing a new process that creates a culture of operation efficiencies and learning development with a focus on our clients' business goals
- Principal in implementation of new programmatic technology infrastructure and data analytics including DSP licenses, data and inventory partnerships, data dashboards, and taxonomy
- Advises internal and external stakeholders on industry best practices, the changes in the digital landscape (depreciation of the cookie, iOS14), and the impact of legislation (GDPR, CCPA)

OMD Worldwide

New York, NY

Global Digital Director

May 2018 – March 2020

- Primary global digital lead for Hasbro responsible for the go-to market digital strategy, global partnerships, reporting, and media governance across 32 markets throughout North America, Europe, and Asia-Pacific
- Negotiated and managed multi-million dollar global partnerships with Google, Amazon, and Twitch driving over 10% rate reduction, \$500,000+ worth of discretionary funds, strategic added value, and first-to-market data and innovation including custom 2nd party Affinity/Behavioral targeting and Shoppable Ads on YouTube
- Oversaw global digital best practices, brand safety governance and data analytics with internal stakeholders and external technology partners such as Google Analytics, DoubleVerify and Tableau
- Led multi-market media strategy during the holiday season by utilizing data to create breakthrough innovation that drove conversion-based programmatic media built on Amazon's data and media distribution channels
- Designed innovated integrated media strategy to drive effective reach across TV and Digital to deliver Hasbro's business goals during the upcoming holiday season

PHD USA

New York, NY

Group Director, Digital Investment

December 2016 – May 2018

- Senior digital lead managing end-to-end development of media plans for Volkswagen and the Retail pod including HP, Converse, MailChimp, Foot Locker, Elizabeth Arden, Ferrero, Longchamp, Havaianas, and Newell Brands
- Architected 360-degree media campaigns across programmatic, video/TV, social, display/mobile, and search driving both brand and e-commerce business results
- Primary lead of digital partnerships including contract negotiation with Google, Facebook, Twitter, Snapchat, Amazon, etc.
- Led clients through data-driven planning by implementing Mar Tech and Ad Tech integrations such DMP, DSPs, CRM onboarding, datalayers, DCO, multi-touch attribution, and Omniture's analytics platform
- Collaborated with senior management on Digital Investment operational process leading to an increase in efficiency and teamwork among agency employees
- Managed a team of over 30 Digital Investment professionals leading to organization growth of digital across Volkswagen and the Retail accounts

Omnicom Media Group

New York, NY

Group Director, OMnet

September 2014 – December 2016

Associate Director, OMnet

January 2014 – September 2014

- Operational business development lead and one of the founding members of Omnicom Media Group's principal buying division that was the #1 growth driver for Omnicom Corporate
- Negotiated enterprise-level principal deals with an average size of \$5 million in revenue and 90% renewal across multiple media types to supply OMnet with inventory that clients covet
- Led digital YoY growth of 85% through prospecting, sales, and implementation among OMG agency teams
- Analyzed, managed, and projected revenue for OMnet to forecast profitability on a quarterly basis for senior management
- Managed inventory and financial commitments across Digital, Television, Network Radio, Spot Radio, and OOH

EDUCATION

THE GEORGE WASHINGTON UNIVERSITY, School of Business

Washington, DC

Bachelor of Business Administration

Class of 2008

Dual Concentration: Marketing, Sports and Event Management

Secondary Field: Sociology

Paulo O'Swath

Marketing/Advertising/Media Professional

poswath@dxagency.com 

EDUCATION

FLORIDA INTERNATIONAL
UNIVERSITY
Miami, Florida
Bachelor of Arts

SKILLS

- Fluent in English, Spanish, and Portuguese
- Leadership & mentorship
- Integrated strategic planning
- Digital and social media marketing
 - Integrated media buying
 - Campaign management
 - Analytics
 - SEO & SEM management
 - Proficient in Excel, Word, PowerPoint, and Keynote
- Experience working with DCM, DBM, Google Analytics, Google Tag Manager, GDN, IBM Cognos, Nielsen, ComScore, Factual, Kantar, MRI, Atlas, Sizmek, TubeMogul, Seahawk, PRISMA, Beckon, InsightPool, Facebook Business Manager, Instagram, Twitter, YouTube, SEO

SUMMARY

Team-oriented, highly skilled integrated marketing and advertising leader with a proven ability to develop, execute, and manage integrated strategies for large and diverse clients/campaigns. An energetic, organized, results-driven person with an exceptional work ethic who is passionate about exceeding client expectations and empowering a positive work culture

EXPERIENCE

Director, Digital Media

DXAgency: Miami, FL

January 2022 – Present

- Manage and maintain paid digital media campaigns for clients
- Collaborate in strategy and execution of digital campaigns
- Track budgets and monitor campaign analytics
- Identify key opportunities for clients in the digital space

Sr. Manager, Media

CKE Restaurants: Franklin, TN

April 2021 – January 2022

- Overseeing digital and traditional media brand strategy for Hardee's and Carl's Jr. restaurants
- Managing relationship between company and agencies
- Responsible for managing and tracking campaigns and budgets
- Identify opportunities for brand marketing initiatives

Director, Digital Marketing

Miami Marlins: Miami, FL

February 2019 – September 2020

- Lead team in the development and execution of all digital strategies for the Miami Marlins - SEM, SEO, Paid Social, Email, Ballpark App, and Display campaigns
- Managed a \$180K fluid budget in order to optimize towards better performing channels
- Collaborated and managed relationships with Business Analytics, Sales, Community Outreach, Foundation, Corporate Partnerships, and Communications team in executing critical initiatives to drive brand awareness and increase revenue/donations for each department
- Through team efforts, we increased our CRM database by 68%
- Improved digital targeting efforts through analytics, driving the right content to the right audience - increasing revenue by 27% through digital strategies and execution

Integrated Media Supervisor, Digital Strategy Lead – Nissan North America

Zimmerman Advertising: Fort Lauderdale, FL

April 2018 – February 2019

- Spearheaded all digital campaigns and day-to-day strategy for Nissan of North America (NNA)
- Responsible for building and managing in-house display team and managing \$3M budget for Tier 2 campaigns - 8 regions, 203 DMA's, and over 10 Nissan car and truck models
- Facilitate relationships with media vendors regarding pricing, capabilities, contracts, and activation
- Increased brand awareness for new Nissan models in smaller market DMA by adding additional digital and traditional publications
- Generated higher engagement rates with our digital ads by 25%

Digital Media Planner

MullenLowe Mediahub: Boston, MA

April 2016 – April 2018

- Successfully planned and executed display, programmatic, and social media campaigns for Scott's Miracle Gro's lawn care and rodent control products – Ortho, RoundUp, and TomCat – as well as Royal Caribbean, JetBlue, and Harley-Davidson
- Oversaw creative designs for standard banners, carousel banners, rich media, and video
- Managed multi-million-dollar budgets and media buys, established and maintained relationships with media partners
- Negotiated media contracts
- Analyzed performances and optimized towards better-performing platforms
- Managed four direct reports – four assistant planners

Junior Integrated Media Planner

Zimmerman Advertising: Fort Lauderdale, FL

January 2015 – April 2016

- Managed multiple digital media and traditional accounts with a focus on direct response and driven by branding initiatives
- Recommended best digital practices and initiatives for clients – mobile, display, pre-roll, paid search, SEO, streaming radio
- Managed and maintained relationships with media partners
- Client roster: Michaels Arts & Crafts, Logan's Roadhouse, AutoNation, The Fresh Market, Jamba Juice, Steak & Shake, Homestead-Miami Speedway, La-Z-Boy, Miami Grill, and The Greater Fort Lauderdale Alliance



ISIS MILEVA DUERO

DIGITAL MARKETING AND MEDIA PROFESSIONAL

CONTACT

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🌐 /in/isisduero

EDUCATION

BACHELOR OF SCIENCE IN COMMUNICATION

FLORIDA INTERNATIONAL UNIVERSITY 2012 - 2015

CERTIFICATIONS

DIGITAL MARKETING NANODEGREE

UDACITY | 2018-2018

SKILLS

- Integrated Marketing Strategy
- Budget Allocation & Optimization
- Audience Targeting & Segmentation
- Hands-on Media Buying
- Marketing Automation & Sales Funnel
- eCommerce Strategy & Planning
- Google Analytics
- Paid Social, Paid Search, Display

TOOLS

AdWords, Google Analytics, Datorama, Facebook Ads, TikTok Ads, Twitter Ads, LinkedIn Ads, Spotify Ads, YouTube ads, Amazon Ads, Shopify, WooCommerce, WordPress, ConvertKit, Active Campaign, MailChimp, Zapier, HubSpot, Salesforce, Microsoft Suite, Adobe Suite.

PROFILE

Experienced digital marketing and advertising professional with a proven track record of executing media buying and delivering exceptional results.

I have over seven years of ad-agency experience developing ROI-driven media strategies and managing over 2.5M in yearly ad spend for clients across a wide range of ad verticals.

I am a creative, data-driven, technology-savvy leader who is passionate about developing strategic marketing campaigns to help brands drive measurable results and reach their goals.

EXPERIENCE

SENIOR MEDIA MANAGER

DX AGENCY | JAN 2021 - PRESENT | MIAMI, FL

- Responsible for planning, building, and delivering the digital media strategy across multiple channels, including social, search, display, and programmatic.
- In charge of media pacing and budget allocation
- Hands-on media buying and campaign optimization to hit ROI targets
- Analyze media performance against KPI's, report on trends and insights to key stakeholders, provide intelligent interpretation and appropriate action plans based on results.
- Develop and implement sales funnels and marketing automation strategy

DIRECTOR OF PAID SOCIAL

TRIBECA MARKETING GROUP | MAY 2018 - JAN 2021 | MIAMI, FL

- Responsible for providing strategy and manage the execution of advertising and marketing campaigns across paid social channels.
- Present strategy, campaign results, and execution plans to the clients.
- Develop and build paid media campaigns including audience targeting and segmentation, messaging, and budgeting across multiple channels.
- Analyze paid campaign performance against KPI's, report on trends and insights to key stakeholders, provide intelligent interpretation and appropriate action plans based on results.
- Responsible for the development of marketing and sales funnels as well as sales automation

DIGITAL MARKETING MANAGER

TRIBECA MARKETING GROUP | SEP 2015 - MAY 2018 | MIAMI, FL

- Responsible for planning and executing paid social and SEM campaigns.
- Develop and build media plans including audience targeting and segmentation, messaging, and budgeting.
- Responsible for budget allocation, pacing, and optimizations of campaigns across paid social, paid search, and display.
- Hands-on bidding optimization to hit ROI targets.
- Design and execute A/B tests and optimization measures for creative, landing pages, target audience, and bidding.
- In charge of implementing pixels and mapping conversion events
- Worked closely with the web dev and content team to develop landing pages optimized for conversions.

Contact

nataliefolgar@gmail.com

www.linkedin.com/in/nataliefolgar-2989466a (LinkedIn)

Top Skills

Marketing

Marketing Strategy

Social Media Marketing

Languages

Spanish (Native or Bilingual)

English (Native or Bilingual)

Certifications

Google Analytics

Search Engine Optimization Certification

Natalie Folgar

Director of Accounts for DXagency
Miami Beach

Summary

I'm in the business of transforming visions into reality.

I've worn many name tags in my career: Digital Marketing Director, Director of Operations, Social Media Strategist, Writer, and, what I like to call, Soulpreneur. I've led the strategy for some of the biggest brands in the world (think LATAM Airlines, Mastercard, and Pizza Hut).

I firmly believe real results start with a solid strategy. By fusing technology, content marketing, and organization, I drive real results to help local and global businesses reach their objectives.

When I'm not at my desk? I'm a serial learner, so I spend my time expanding my knowledge of Personal Development, and all things digital like SEO, Social Media, just to name a few.

Experience

DXagency

Director of Accounts

July 2021 - Present (7 months)

Miami, Florida, United States

Lead a cross-functional team, ensuring that all projects are delivered on time, on budget, and at the highest levels of quality. Leading and developing the team, client P&L, relationship building, marketing strategy, campaign development/management, and business analysis.

Think New Concepts

Founder

January 2017 - Present (5 years 1 month)

Miami/Fort Lauderdale Area

As a Soulpreneur I'm dedicated to helping you live your best life. Think New Concepts is based on the fact that YOU create your own reality. My mission is to help you see with an abundance mentality—a recognition that life is full of opportunities and amazing experiences—you can do anything you want.

McCann Worldgroup Miami

4 years 2 months

Director Of Operations

February 2019 - July 2021 (2 years 6 months)

Miami/Fort Lauderdale Area

Autonomously resolve digital problems and spearhead client engagements, Manage all projects, seamlessly integrate high-end content creation with technology and automation, partner with other Worldgroup/IPG agencies on projects. Evaluate and explore the development of new capabilities or opportunities for the McCann Miami Office. Support the agency's needs and priorities and lead projects for the agency that has a direct impact on the business.

Social Media & Content Strategist

June 2017 - February 2019 (1 year 9 months)

Miami/Fort Lauderdale Area

Develop and implement a comprehensive social media strategy to increase client's web traffic, brand awareness and ensure clients web presence is aligned with the digital marketing strategy. Manage and create original, high-quality content. Facilitate client-company communication. Prepare weekly and monthly reports on web traffic and ROI. Monitor SEO and user engagement to suggest content optimization.

Ocho Digital Inc.

Director of Marketing Communications

October 2014 - May 2017 (2 years 8 months)

Miami/Fort Lauderdale Area

Establishing strategic and creative marketing plans to achieve client's objectives for products and services. Help establish and maintain consistent corporate brand image throughout. Plan and oversee the execution of communication strategy. Development of client integrated marketing communication and social media programs. Develop, produce and distribute promotional materials that support sales and marketing efforts for clients via social media platforms. Create copy and maintain a strong social media presence internally and for clients.

Lu Events

Marketing Communications Manager

August 2014 - June 2015 (11 months)

Assist in establishing strategic and creative marketing plans to achieve client's objectives for products and services. Plan and oversee execution of promotional activities including seminars and corporate events. Help establish and maintain consistent corporate brand image throughout events. Assist in the development of client integrated marketing communications and public relations programs. Develop, produce and distribute promotional materials that support sales and marketing efforts for clients via social media platforms. Create copy and maintain a strong social media presence internally and for clients.

MEDULA

Marketing Manager

September 2013 - August 2014 (1 year)

Develop and maintain marketing strategies to meet agreed company objectives. Evaluate customer research, market conditions, competitor data via comScore and implement marketing plan alterations as needed. Create digital sales campaigns for presentations as well as promotional sales kits, sales support products and agency outreach programs. Researched, organized, book and prepare logistics for all trade shows and events. Create copy and maintain a strong social media presence.

Smart Bites

Director of Operations

December 2010 - September 2013 (2 years 10 months)

11 Island Ave Miami Beach FL 33139

Collaborated with internal and external personnel for the purpose of planning, implementing and/or maintaining services and programs oversaw the maintenance of services and the implementation of new programs and/or processes. Performed personnel functions (e.g. interviewing, evaluating, supervising, etc.) for the purpose of maintaining adequate staffing and service.

GKhair

Project Manager and Tradeshow Coordinator

2009 - February 2011 (2 years)

5555 Ravenswood Rd Fort Lauderdale, FL 33312

Researched, organized, booked, and prepared logistics for all trade shows worldwide. Created organizational systems to purchase marketing materials i.e. brochures, do's and don'ts etc. Created procedures for maintaining marketing material inventory levels and re-order points. Directly worked with

Marketing and Design Department to create and produce sales sheets and promotions to distribute to various countries.

Education

Hialeah High

Diploma · (2001 - 2004)

| PROFESSIONAL SUMMARY

Proactive and solution-oriented Media & Marketing Executive with 16+ years experience in online & offline media planning and activation, with a special emphasis on Pharma, CPG and Retail client needs. Clear communicator, natural leader and organized manager, bringing a long history of success in strategy development and media planning and project management. Passion for driving smart strategy based in data and analytics.

| SKILLS

- Strong internal and client-facing leadership skills
- Excellent communication skills, both verbal & written
- Strong collaborative skills; transitioning between strategy, creative, internal & external teams with ease and speed
- Excellent analytical & organizational skills; with an expert understanding of the strategic value that operations, process and tools offer a team
- Excellence in negotiation strategy development with proven success at maximizing value

| CERTIFICATIONS

Digital Media Buying & Planning, IAB
Google Analytics Certification, Google U
Twitter Flight School, Twitter University

| EDUCATION

SUNY Buffalo:
Bachelor of Arts: Communications

| WORK HISTORY

DXAgency – Edgewater, NJ

Sr. Director, Accounts • 05/2021

- Strategic Account lead, managing day-to-day client needs and account oversight. Ensuring the growth of our client's business and team members internally
- Working in close collaboration with internal and external stakeholders to deliver custom marketing solutions, develop and manage campaigns, analyze & ensure KPIs are properly tracked throughout
- Apply significant experience to understand clients' specific business and generate new ideas to enhance & grow performance, identify untapped audiences & platforms

Havas Media – New York, NY

VP Director, Sponsored Content • 10/2019 - 02/2021

- Client lead of digital branded content for a pharmaceutical account, in collaboration with external creative development and med-legal regulatory teams
- Increased project revenue **3x** within first year, due to streamlining of process & client relationship management; Over-delivered benchmarks **+115%** and increased value of programs by an avg of **+60%**
- Instituted a first to market measurement plan to provide insightful reporting, focused on in-market learnings & increasing content success

VP Director, Integrated Publishing • 08/2015 - 02/2021

- Account lead for a **\$50M+** footwear account, managing marketing strategy development which ultimately lead to a significant increase in brand awareness amongst key audiences; through social, performance and direct digital media activation
- Generated **~\$30M** in annual savings & revenue as the multi-client Publishing team lead for Havas Media NA; managing publisher-centric media recommendations across all platforms to achieve annual client growth strategies
- Development and negotiation of cross platform strategic partnerships, with a focus on customized client solutions based on marketing objectives & business needs
- Directed an agile team of **4-6** employees, across multiple offices to achieve daily and long-term client and agency goals
- Account categories incl: Pharmaceutical, Apparel, Telecom, Retail, CPG, Financial, Travel

Add'l Roles • 02/2005 - 08/2015

- MediaVest Worldwide: Director, Associate Director, Supervisor, Activation Associate & Activation Jr. Associate

TAXPAYER IDENTIFICATION NUMBER (TIN) FORM



