

RESUME: ALLISON BLISS

Dynamic Marketing Communications professional with 20 years of experience spanning business management, marketing management, and events. **Complementary Management / Operations** background including full P&L responsibility managing multiple simultaneous projects and businesses. Conceptualized and produced communications for diverse consumer, non-profit and B2B industries. Produced, Directed and/or managed literally thousands of events, television shows, broadcast TV & radio commercials, feature films, teleseminars, concerts, ad campaigns, sales & trade shows across a breadth of media.

EXPERIENCE

Allison Bliss Consulting

San Francisco & Oakland, California

Marketing & Communications Director

Marketing & Communications strategic plans for a breadth of industries from healthcare to media and non-profit. **Act as outsourced Marketing Director with full service marketing team producing:**

- **Strategic** business and marketing plans,
- **Content** Development, writing, editing,
- **Event Production/Project Management** all client projects with budgets to \$50 million,
- **New market** penetrations, with campaign measurement & evaluation
- **New product launches**, account development/sales,
- **Competitive analysis** for positioning,
- **Developing & measuring social media** platforms, strategies, branding, content and ad campaigns,
- **Media & advertising** planning/ direct media buyers,
- **Promotions for print, digital, and exhibits;** project lead for web & social media development,
- **Brand development:** Creative development & direction, copywriting, managing vendors for content, graphic design, social media, websites/digital media, SEO/SEM, promotions, sales presentations, proposals and support materials, direct mail, and various similar campaigns.
- **Communications:** Content development & management including: Events promotion, television shows and commercials, public service announcements, video & radio spots, internal & external communications, create internal systems for organization. Responsible for all creative direction, planning, budgeting, project management, ROI analysis and reporting.

Clients include:

- ABC-TV (KGO)
- Advertising Agencies, (Goodby/Silverstein, Grey , BBDO, McCann Erickson, JWT, Y&R)
- Interplan Health Corporation
- North Bay Council
- University of California San Francisco
- San Francisco Mayor's Office, Jobs For Youth
- Renaissance Entrepreneurship Center

Accomplishments:

- **Entirely redeveloped marketing messaging** and sales collateral (with Marketing Director) for HMO client ultimately **resulting in profitable sale** of the company.
 - **Developed marketing strategy and creative direction for recruitment plan** for Chief of Research at University of California San Francisco to successfully fill studies, streamline operations
 - **Directed and produced series** of PSA's for **Mayor Willie Brown's** initiative on "Jobs for Youth" resulting in increased awareness and placement for candidates.
 - **Producer, Emmy Awards**, National Association of Television Arts & Sciences (Bay Area- Hawaii-Nevada).
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Schulberg MediaWorks

San Francisco, California

Agency Producer

Produce infomercials for broadcast television.

Creative development: Product treatments and planning with clients. Account Executive on all projects.

- Produced and/or directed all aspects of production and post-production, from edit sessions to sound mixing, graphics, and duplication through final distribution including managing operations on all productions: planning, hiring, scheduling/budgeting, cost actualization, project reporting, client and product interface.
- Secure film permits from city agencies & negotiate locations.

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- Negotiate pricing and secure all personnel, rental equipment from cranes to cameras, sound, lighting, wardrobe, makeup, drivers, technical specialists, caterers, manage casting sessions, insurance, project management and more.

Accomplishments:

- **Managed projects totaling \$5 million** staying on budget with tight deadlines in a rapidly shifting environment.
- **Negotiated \$80,000 savings** in vendor contracts in first 6 months for a small agency to vastly increase profit margin.
- **Created internal business management systems** for operations, tracking, reporting, client communications, staff training and project management. Developed database of qualified subcontractors. Created invoicing and estimating process.

EnterChange

San Francisco, California

Marketing Director (Consulting Position)

Developed strategic marketing & communications plan for Bay Area offices of this International outplacement firm. Conceptualized and produced all content, selecting and supervising design development and events to meet CEO objectives.

Accomplishments:

- **Developed and executed one year marketing plan in nine months**, having established the firm's objective of establishing a presence "on the map" in the Bay Area.
- **Established local branding for multiple Bay Area offices**, intra-office communications, development and management of production for all content and communications, **produced events**, marketing materials, signage, advertising, promotion, mailing list development, **supervision of temps** for marketing tasks, and related activities. Managed all related budgets, vendors, and projects.

Songs & Company

San Francisco, California

Sales & Marketing Director

Developed sales accounts, strategic marketing, content management and promotional events for record label. Created press materials, promotions, collaterals, and advertising.

Accomplishments:

- **Created 300% increase** in business in first year as Sales & Marketing Director.
- **Compiled and managed** the database to control over 500 active accounts, developing unique content for segmented markets and for distributors

Prior Staff Positions:

Director/Stage Manager **ABC-TV (KGO)**

Co-Founder/Marketing Director, **Lighting & Shadows:** film/TV lighting sales, rentals, services.

EDUCATION

University of Utah

Salt Lake City, Utah

B.F.A., cum laude

San Francisco State University

San Francisco, California

Graduate studies, marketing/business

ACTIVITIES & AFFILIATIONS

Directors Guild of America – **Founding Chair, Commercial Committee, active member**

Rotary Club of Oakland –**Board of Directors (incumbent), Speaker Chair, former Co-Chair Communications**

Oakland Business Review and *Alameda Business* newspapers – **Contributing Editor & Writer**

International Association of Business Communicators, the Career Action Center, San Francisco State University, and Golden Gate University – **Guest Lecturer**

★ **REFERENCES ON REQUEST**