

Carolyn Davine

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TheDavineCollection.com

Founder/ Chief Executive

The Davine Collection, Marina Del Rey, CA 2009 to Present

Representative for agencies whom develop AV, Print and Interactive designs and campaigns for Hollywood based marketing, in addition to conceptual art work for the video gaming Industry

Executive, business development

Concept Arts, Los Angeles, CA 2006 to 2009

- Strengthened client base with integrated marketing strategies
- New client list includes: Weinstein Co., New Line Cinema, Miramax, Sony International, Lakeshore Entertainment, After Dark Films, Eidos, Sega America, 2K Games, Electronic Arts, THQ, Warner Interactive, Disney Interactive, A&E, Warner TV, CBS/Paramount, FX, HBO, Spike TV, Disney Channel, Bravo, ABC Family, Oxygen, Buena Vista Home Entertainment, Lions Gate Home Entertainment, Universal Home Entertainment, Paramount Home Entertainment, Starz Entertainment
- Created effective promotional and marketing presentations
- Established monthly client communication email blasts

Recent achievements

- Surpassed annual sales quotas within the first quarter for 2007/08 and 2008/09
- Generated revenues/billing over \$2,500,000 from January 2008 to date
- Successfully established new relationships with industry segments which includes TV and cable networks

Director, business development

KO Creative, Beverly Hills, CA 2003 to 2006

- Established format for new business development through referral programs and trade show initiatives
- Developed strategies and created compelling marketing pitches
- Built relationships with community organizations

Notable achievements

- Secured new business accounts that led to generating over a million in revenues
- Established new business relationships with companies such as Universal Films, New Line Cinema, Fox Searchlight, Vivendi Universal Games and Sony Playstation

Account executive / new business

e2amp (advertising, marketing & promotions), Los Angeles, CA 2001 to 2003

- Effectively strengthened client base. Clients included: JVC Professional, Mattel, Warner Home Entertainment and The St. Regis Monarch Beach Hotel and Spa.
- Expanded direction and strategy of client initiatives to include sponsorships and celebrity endorsements
- Established client base in the video gaming and financial industries
- Efficiently serviced existing clients: JVC America and Universal TV

Notable achievements

- Successfully integrated celebrity campaigns that included Jerry Bruckheimer, Francis Ford Coppola and Michael Bay
- Coordinated sponsorships for amfAR (The foundation for AIDS Research)

Talent manager, Los Angeles, CA 1997-2001

- Managed high profile artists for film and TV which include Ryan Gosling, Elisha Cuthbert, Hayden Christensen, Kevin Zegers
- Developed/increased client resumes and contacts through sales pitches to producers/directors of development
- Successfully conducted all negotiations with networks and studios

Education

Concordia University, Montreal Canada

Additional sales/marketing training

- Entertainment Marketing, UCLA Extension
- Public Speaking, UCLA Extension

Community organization involvement

- Marketing Committee Member: Step-up Women's Network 2006
- Member: Peace for Kids, Compton, CA

other interesting tidbits

- Dual citizenship – United States and Canada
- Fluent in English and French
- Proficient with Microsoft Word, Excel, PowerPoint