

# MARC TAMO

Media Creation | Marketing & PR | Brand Management | Project Management

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More than 17 years of experience creating distinctive narrative media, public relations and media placement campaigns, cross-promotional partnerships and marketing collateral; Ability to balance strategic and tactical considerations, business and creative demands, and negotiate competing priorities of cross-functional teams; Problem-solver and project manager with a knack for assembling talented teams and motivating them to achieve outstanding results.

## PROFESSIONAL EXPERIENCE:

### Senior Producer, Micro-documentaries, LLC, San Francisco, CA (October 2010 – Present)

Defined and built Production Management department, including processes and execution plans for documentary film company focused on short impactful “micro-documentaries”. Managed production teams consisting of field producers, editors, and story team around the world, producing on average 35 films per month, resulting in \$2.5 million in annual sales. Responsibilities include, direct management of production teams, client management and growth of department and processes.

Expertise includes:

- / Managing and fostering client relationships through production cycle and beyond, delivering on or above expectations
- / Shepherding projects from inception through completion, acting as hub between client and creative team
- / Ideating, scoping and executing methods to communicate initiatives and programs using short impactful video

### Account Manager, Blue Practice Inc, San Francisco, CA (April 2008 – September 2010)

Developed strategy and lead execution of public relations and marketing programs for accounts totaling \$400K annually at agency focused exclusively on clean technology and green businesses. Responsibilities included business development and growing existing accounts; account team leadership and budget and schedule management.

Expertise includes:

- / Consulting with client executive teams to translate corporate goals into actionable programs via communications strategies and execution plans
- / Developing relationships with reporters resulting in placements of clients in top-tier media
- / Elevating clients to become regular sources and in-demand for panels at top industry and media conferences
- / Developing compelling narratives that communicate client company value and leadership position in their markets
- / Major events management and coordination, including design and execution of company/product launch programs
- / Internal, external, and crisis messaging, communications, and execution plans
- / Helping to define markets with messages that frame new and unfamiliar technologies, and communicating these to media in relevant contexts

## EXPERTISE

- Persuasive Visual Media
- Project Ideation + Scoping
- Strategic Marketing
- Budget Planning + Management
- Public Relations
- Product Development
- Corporate Communications
- Business Development
- Brand Management
- Team Building + Leadership

## REPRESENTATIVE MARKET SECTOR/CLIENT EXPERIENCE

- TECHNOLOGY (Cisco, HP, Intuit, Microsoft, eBay, Nuance)
- GLOBAL CHANGE AGENTS (Clinton Global Initiative, (RED) )
- FOUNDATIONS (California Healthcare Foundation, Citi Community Foundation, David & Lucile Packard Foundation, The Eisner Foundation, James Irvine Foundation, S.D. Bechtel Jr. Foundation)
- VENTURE CAPITAL (500 Startups, Comcast Ventures, TPG, Paine & Partners, Vantagepoint Venture Partners)
- HEALTHCARE (Sutter Health, Blue Shield, The Commonwealth Fund)
- EDUCATION (CSU East Bay, Ohlone College, Stanford)
- ELECTRIC VEHICLES (Mission Motors, Clean Wave Technologies)
- SMART GRID (Silver Spring Networks)
- BIOFUELS (Chromatin, Inc)
- CONFERENCES (TEDxSF, InterSolar)
- INDUSTRIAL ENERGY MANAGEMENT (EPS Corp)

## EDUCATION + TECHNICAL SKILLS

- BA, Mass Media Communications – Saint Mary's College, 1995
- MS Word, Excel, Outlook, PowerPoint, FileMaker Pro
- PC + Macintosh Familiarity

## HOBBIES/INTERESTS

- Urban chicken keeping
- Cycling
- Gardening
- Performing Improv Comedy  
[www.bigcityimprov.com](http://www.bigcityimprov.com) and  
[www.improvsociety.com](http://www.improvsociety.com)

## **Marketing and Business Development Director, Fat Wreck Chords, Inc, San Francisco, CA (2000 – January 2008)**

Provided overall company direction, marketing leadership, and business development for notable independent record label, including total management of P+L, brand awareness, and market share; Established label's strategic direction including market development, product portfolio analysis, trend forecasting; Managed all activities associated with product development; Responsible for tactical marketing activities (including packaging, content development, sales strategy, life cycle management, and all internal and external project management). Accomplishments include:

- / Managed client roster of 40+ clients and directed staff of 25 worldwide
- / Increased annual revenue from \$7.6M to \$10.1M during a period of 5%-8% overall industry decline via strategic initiatives that included re-negotiating iTunes deal (increasing revenue \$70,000+ annually); negotiated licensing and merchandising agreements that opened Japanese and Latin American markets; identified alternative revenue sources, such as re-packaging/re-release of older products and limited edition product releases.
- / Developed new promotional strategies and alternative marketing channels, including migration away from physical distribution of product to develop digital distribution model for retail and promotional product
- / Established relationships with major players in digital distribution, television/film music licensing, and mobile phone market
- / Developed cross-promotional opportunities and sponsorships of national and international events
- / Developed effective branding strategy aligned with a changing business model via peer-to-peer on-line message boards, blogs, podcasts, and file sharing
- / Drove an average of 20 domestic and international product launches annually, using innovative marketing strategies
- / Attained over \$50,000 in annual production cost savings
- / Cut delivery time of final product to market by 50%, dramatically reducing financial burden of maintaining stock

## **Marketing Manager/Cast Member, Big City Improv, San Francisco, CA (2005 – 2009)**

Developed effective marketing campaigns within the constraints of extremely limited budget to dramatically expand audience for award-winning improvisational comedy troupe featured on KRON TV, KCBS Radio as well as in the S.F. Bay Guardian and East Bay Express. Performed weekly as a member of the ten-person group, traveling throughout California for special corporate performances and festivals.

- / Selected and managed 3rd-party designers, vendors, and suppliers (printers, merchandisers, etc.) to create on-site signage, direct mail, and special promotions marketing collateral
- / Negotiated weekly promotions and special event sponsorships with local radio stations
- / Participated in over 100 performances, achieving high marks for skill in reading audiences, facility in speaking extemporaneously, and communicating in a way that reached target audiences

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## **Manager, Record Label, Honest Don's, San Francisco, CA (1996 – 2000)**

As first employee of startup record label, a subsidiary of Fat Wreck Chords, Inc., directed all aspects of label operations, including artist acquisition, project management, marketing, and advertising.

- / Garnered sales in excess of 30,000 units for initial signings
- / Signed artists previously dropped from major labels and generating renewed interest through targeted marketing to the "independent" niche market.