Professional Experience

Ashmont Media

Dorchester, Massachusetts

1999-present

Principal. Public relations consulting company specializing in the arts. Activities include strategic planning, management, media relations, government relations, community outreach, collateral material development and publicity. Clients include First Night Boston, Boston Book Festival, Institute of Contemporary Art, The Boston Conservatory, ArtsEmerson, Boston Lyric Opera and others, plus pro bono work for many arts, community and political campaigns.

Ashmont Records

Dorchester, Massachusetts

1999 – present

Co-Owner/Director. Oversee all aspects of running a nationally distributed independent record label and book publisher. Activities include coordinating recording sessions; administering budgets; working with manufacturers; hiring publicists, retail specialists, tour personnel; preparing accounting; working with distributors; designing and implementing marketing plans; coordinating tour activity; securing foreign licensing; supervising mail order department. Company has released 13 CD's, a DVD and two books, which have exceeded sales expectations.

South Shore Playhouse AssociatesCohasset, MassachusettsSummers 1999 - 2001Director of Marketing and Public Relations. Coordinated and executed all aspects of marketing,
promotion and publicity for two 2300-seat summer concert venues. Developed marketing plans
for specific performances, and for the venues overall. Wrote and oversaw production of playbill
and other advertising materials, including press releases, radio commercials and web site content.
Supervised sponsor fulfillment.

Freelance Publicist/WriterBoston, Massachusetts1990 - 2001Publicist. Wrote and assembled press kits and contacted writers for clients such as Brattle Theatre
in Cambridge, Strand Theatre in Dorchester, Dorchester Open Studios, and Regent Theatre, as
well as individual performances in other venues. Secured notices and collected articles for clients.

Freelance Writer. Wrote entries for *The St. James Encyclopedia of Popular Culture*, published by Full Circle Press, and book reviews for *The Journal of Popular Music*.

Sub Pop/Warner Brothers Records Boston, Massachusetts

Senior Director of A&R. Identified unsigned talent for label owned by the Warner Music Group. Worked with artists from negotiating contracts through recording process, choosing producers, studios, etc., and into marketing process, developing plans with label department heads as well as lawyers, booking agents, publishers, managers and others. As Retail Promotions Director from 1992-94, worked with label's distributors to maximize retail visibility. Maintained contact with buyers. Wrote and distributed a bi-weekly newsletter for buyers. Coordinated in-store appearances and promotions. Distributed P.O.P. materials.

Maverick Management

Boston, Massachusetts

Co-owner/Artist Manager/Concert Promoter. Owned and operated an independent artist management and concert promotion company. Oversaw all aspects of the careers of recording artists Smithereens, Lemonheads and others. Negotiated worldwide recording and merchandising contracts, coordinated worldwide touring activities and actively participated in all aspects of the professional lives of clients. As a local concert promoter, oversaw booking, production, and promotion of concerts in clubs and theaters in the Boston area.

High School Times

Boston, Massachusetts

1983-1993

1992-1998

Editor-in-Chief. Assigned and wrote stories and edited syndicated newspaper by and for New England high school students. Supervised a staff of three editors and many writers.

Education

M.A. in American Studies

University of Massachusetts, Boston 2004

GPA 3.85. 2000 Recipient of the Spayne/Bollinger Research Grant for travel to a pertinent archive. Presented papers on 1930's Film and American History at the University of Nevada at Reno and the Northeast Popular Culture Association Conference in Boston. Presented excerpt from Master's Thesis on country music and American feminism at the national American Studies Association Conference.

B.A. in American Studies University of Massachusetts, Boston 1995 Concentration: Media and American Popular Culture.

<u>Memberships</u>

American Studies Association, Popular Culture Association, Boston Managers Forum, Boston Arts Marketing Alliance (Vice President 2006 – 2008), Ashmont Hill Neighborhood Association, Dorchester Historical Society, Massachusetts Democratic Party.

Positions and Activities

Interim House, Dorchester, MA, President of the Board of Directors Boston Ward 17 Democratic Committee, Chair Dorchester Arts Collaborative, Dorchester, MA, former Board President St. Mark's Area Main Street, Dorchester, MA, former Board of Directors Dorchester Open Studios, Dorchester, MA, Planning Committee Strand Theatre, Dorchester, MA, former Board of Directors

References

Furnished on request