

# Alana Schwartz

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## WORK HISTORY

### ***Program Manager – Center for International Business, Education and Research at Indiana University, Bloomington, IN September 2008- May 2009***

- ? Planned events bringing together the alumni, business and academic communities. Responsibilities ranged from concept generation through final implementation.
- ? Designed, distributed and produced marketing materials to build excitement and awareness prior to and day of events.
- ? Coordinated with vendors to stay within budget constraints.
- ? Chaperoned 16 Kelley Business School candidates through factory visits and business meetings in South Korea (March, 2009).

### ***Associate Media Buyer and Planner-Finelight, Bloomington, IN, August 2007- May 2008***

- ? Negotiated broadcast, cable and radio schedules for New York, and eight newspapers in Texas.
- ? Analyzed budgets to ensure advertising dollars were being spent efficiently and effectively to reach target consumer.
- ? Researched media for existing and potential clients.

### ***Media Buyer- MediaCom, Grey Global Group , New York, NY, December 2005-July 2007***

- ? Implemented broadcast and cable television schedules for the Las Vegas, Charlotte, Sacramento, Little Rock, Portland, Evansville and Terre Haute television markets.
- ? Allocated \$13 million budget and met client guidelines to achieve specific Nielsen rating requirements.
- ? Maintained schedules for clients including Volkswagen, Audi, Warner Brothers, GlaxoSmithKline and Monsanto through negotiation, invoice credits, and makegoods to ensure fiscal budget goals were achieved.

### ***Assistant Media Buyer - Horizon Media Century City LA/New York, NY August 2003 - December 2005***

- ? Negotiated and approved all make goods on behalf of clients to ensure full delivery of schedule bought.
- ? Input and maintained all financial information and resolved all billing discrepancies.
- ? Cultivated excellent working relationships with sales representatives and station executives.

### ***Global Promotions and Product Placement Department – Sony Pictures Entertainment May - August 2002***

- ? Participated in group marketing activities and strategic planning.
- ? Assembled press kits for upcoming worldwide movie releases (such as XXX and Men in Black).
- ? Responsible for research of product placement and promotional activities.

### ***Public Relations Department - Playboy Enterprises, Beverly Hills, CA May 2001 – August 2001***

- ? Researched and gathered publications regarding Playboy magazine to monitor current exposure in marketplace for magazine.
- ? Wrote and distributed promotional press releases and media information relating to Playboy Enterprises.

## COMMUNITY INVOLVEMENT

- ? Extremely involved for the past thirteen years with Ronald McDonald House Charity.
- ? Worked monthly with elderly in California at the Jewish Home for the Aging.
- ? New York Cares volunteer.

## EDUCATION

**2003**    **B.A. Indiana University** - Bloomington, IN  
Major-Telecommunications; Minor-Business

*References Available Upon Request*