

RANDALL LEVERETTE

EXECUTIVE MANAGEMENT: SENIOR VICE PRESIDENT, VICE PRESIDENT, DIRECTOR; Communications, Marketing, Promotions, Public Affairs, Publicity

Award-winning communications and marketing executive with more than 15 years experience crafting high profile communications, marketing communications and corporate sponsorship events for notable companies including Opinion Research, ABC and HBO properties in areas related to issue management, entertainment, news, sports and affiliate public affairs. Proven ability to conceive and develop digital communications strategies for use across various platforms. Expert in devising strategies to protect organizations and their brands from negative publicity generated internally or externally via missteps in execution and adept at developing and cultivating external relationships with outside organizations that may have concerns with the company product or strategies.

PROFESSIONAL EXPERIENCE

BEA ENTERPRISES, INC., New York, New York • 2001 to Present

Professional services agency delivering advertising, communications, media training, marketing/promotions and public service counsel for key corporate and government clients.

Vice President of Communications & Marketing/Consultant

Spearhead strategic corporate communication planning and direction, leading 5 direct reports. Create and launch high profile advertising, marketing communication and public relations strategies for clients to cross-promote research and polling data in areas related to health, wellness and safety. Provide crisis communications training and planning for school districts throughout the country. Lead new business development for New York practice group; proactively manage project budgets while establishing cost controls. Build relationships with relevant trade and consumer press, external organizations, clients and project consultants. Utilize range of marketing channels including Internet, television, podcasts, email and direct mail.

- Introduced nationally acclaimed NYC Anti-Smoking campaign and health awareness television and website campaign.
- Launched National Institutes of Health World Sight Day Celebration.
- Won numerous awards including Gold Aster Award for Excellence in Medical Marketing and Healthcare Marketing Report's Silver Award for "Make a Doctor Part of Your Family" campaign.

ABC, INC. (THE WALT DISNEY COMPANY), New York, New York • 1997 to 2001

ABC is one of many Walt Disney Company broadcast, cable, and Internet divisions.

Director of Public Affairs, Corporate Communications

Orchestrated ABC family brand communications, directing team of 12. Protected ABC and Disney brands, evaluating all family and children marketing and outreach initiatives while providing strategic communication and image direction. Resolved programming concerns and crisis situations, communicating with reporters, network affiliates and external organizations. Collaborated with producers, publicists, consultant writers, and graphic designers for ABC Classroom Connection Magazine print production and website development, selecting content, promoting ad sales and cross promotions in affiliate markets, and consulting with legal counsel. Created marketing communications in all forms including the Internet. Managed rights and clearance issues.

- Revitalized ABC Classroom Connection Magazine, propelling subscription base from 95,000 to 275,000 while slashing production and distribution expenses.
- Instituted website companion to magazine, introducing key features, contributions from network news personalities including Peter Jennings and Ted Koppel, and creating multi-media DVD/CDs.

ABC (THE WALT DISNEY COMPANY) continued:

- Fostered strategic alliances with U.S. Holocaust Memorial Museum and Smithsonian Institution, with department programming and materials on display for public viewing.
- Pioneered ABC network programming national screenings with ABC affiliates and advertisers.
- Created *Oprah Winfrey Presents* and *The Wonderful World of Disney* publicity and marketing events.
- Produced critical public service announcements and issue-oriented programming.
- Earned prestigious Entertainment Industries Council PRISM Awards for public service initiatives.

HOME BOX OFFICE (TIME WARNER, INC.), New York, New York • 1994 to 1997

Home Box Office (HBO) is America's most successful premium television company.

Manager, Corporate Affairs & Special Projects

Strategically promoted HBO educational and documentary programming in key New York, Los Angeles, and Washington, D.C. markets. Created vital national network image and outreach strategies working with MSOs and cable affiliate sales and marketing. Fostered business partnerships for network marketing and outreach. Planned key affiliate promotional events. Developed marketing and digital content, pitch scripts, and media kits, presenting stories to off-entertainment media. Licensed programs for external production house use.

- Partnered with Robert Wood Johnson Foundation and national substance abuse organizations to launch "Faces of Addiction" documentary series and community outreach programs.
- Designed successful HBO public service initiative for Muhammad Ali's "HeALing" book release under the auspices of HBO's community outreach "Reaching Beyond the Ring" initiative, including production of a companion student art contest in New York that was duplicated in Los Angeles.
- Lifted HBO's "Project Knowledge" education video sales, developing key marketing strategies.
- Won Oscar Auerbach Award, New Jersey's highest public health award, for "Smoke Alarm: The Unfiltered Truth About Cigarettes" program and community outreach with local middle schools.

SUTHERLAND, ASBILL & BRENNAN, Washington, DC • 1987-1994

Private Legal Practice

Senior Legislative Assistant to Managing Partner Energy Practice

Managed legislative, lobbying, congressional and federal agency affairs related to oil, natural gas and the environment.

ROBERT N. PYLE PUBLIC & GOVERNMENT RELATIONS, Washington, DC • 1984-1987

Government & Public Relations Agency

Vice President 1985-1987

Senior Account Executive 1984-1985

Managed agency's largest client, an industry association, and had responsibility for legislative, lobbying, congressional and federal affairs in areas related to FDA, agriculture, trade and taxation, planned events, conferences, board meetings and membership lobbying efforts. Also worked with clients to prep HCFA applications for Medicare and Medicaid certification.

JOINT CENTER FOR POLITICAL & ECONOMIC STUDIES, Washington, DC • 1983 to 1984

Public Policy Think Tank

Research Assistant

Provided research, statistical support and reporting for various federal government projects and the impact those programs have/had on the economy, workforce and municipal governments.

FORMAL EDUCATION

Master of Science, Community Economic Development (CED) 1989
University of Southern New Hampshire School of Business, Manchester, New Hampshire

Bachelor of Science, Political Science (Journalism Minor) 1983
The George Washington University, Washington, D.C.

PROFESSIONAL AFFILIATIONS

National Association of Multi-Ethnicity in Communications
The Association of Educational Publishers