

MARK LUND

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MEDIA, MARKETING AND PUBLISHING EXECUTIVE

Dynamic, results-driven professional with a proven record of success building a profitable multi-media company from the ground up, launching national magazines, developing web sites, creating and executing public relations campaigns, and international spokesperson experience. Hands-on in all aspects of organizational leadership, management, brand and audience development, human resources and finance.

- Business/Operations Management
- Public Relations & Public Speaking
- Web Development
- Event Production
- Publishing Expertise
- Sales, Marketing & Direct Response
- Commercial & Film Production
- Corporate Spokesperson

PROFESSIONAL EXPERIENCE

FIRST WORLD PRODUCTIONS – Worcester, MA

4/2006 to Present

Executive Producer/Writer

Wrote and developed 130-page script for science fiction film titled *First World*. Nominated for Best Screenplay award and Top Ten, Science Fiction in leading film festivals. Condensed script and produced short film version (25 min.). Conducted auditions in Los Angeles and Boston to hire principal and supporting actors (total of 30). Secured locations, arranged transportation and scheduling. Screened short film at over 20 conventions in the United States, Australia, Japan, Great Britain, India and Ireland. Developed marketing plan and secured DVD distribution deal for short through IndieFlix. Premiered short film on leading online broadcast platform Hulu. Working on funding initiatives to secure production of feature length version.

SCENE MAGAZINE – Worcester, MA

10/2004 to 3/2006

Publisher

Launched and developed news magazine and web site for the international gay community. Sold advertising to Scion, Subaru and Travelocity in addition to numerous endemic advertisers. Developed marketing, public relations and circulation plans resulting in distribution to 1,500 retail outlets, 700 bookstores and 72 hotels in 9 countries. Created web marketing plan that generated 70 million unique site views. Secured partnerships with over 60 organizations. Produced and wrote :30 and :60 commercials for *Scene* that debuted on the LOGO network.

ASHTON INTERNATIONAL MEDIA – Worcester, MA

10/1993 to 5/2004

President and Chief Executive Officer

Built magazine publishing operation from the ground up, managing growth to 20+ employees and six media properties with annual revenues of \$3.8 million. Launched market leading magazines, web sites and events for the sports of figure skating and women's basketball. Maintained responsibility for all aspects of the business, including strategic and tactical planning, developing paid circulation, human resources leadership, public relations, marketing and sales, customer service, vendor contract negotiation, and editorial decision-making.

CORE COMPETENCIES

-Business / Operations Management-

- Wrote and executed business plans for Ashton International Media, *Scene* and *First World*.
- Rapidly recruited and trained new staff to meet growing business demands from 5 to 22 full-time employees.
- Managed annual budget of \$3.8 million (Ashton).
- Negotiated and managed acquisition of three magazines from Primedia Enthusiast Publications, Inc., generating \$2.4 million in new revenues.
- Reduced production costs of former Primedia titles by 40% while significantly improving quality and paid circulation.
- Negotiated vendor contracts worth over \$1 million with printers, fulfillment house, and miscellaneous suppliers.
- Established internal reporting and operational procedures for four different business structures and entities.

-Publishing Expertise-

- Developed two new magazines (*International Figure Skating* and *Women's Basketball*) and grew them into the world's largest for their sports.
- Created editorial concepts for *International Figure Skating* and *Scene*, directed photo shoots, conceived story lines and interviewed key industry players.
- Served as Author and Chief Marketer for 285-page book, *Frozen Assets*; completed project, from writing to retail, within a five-month timeline.
- Acquired and revamped three magazines (*Volleyball*, *Doll Reader* and *Teddy Bear and Friends*). Re-launched *TeddyCrafts*.
- Launched *Scene* magazine nationally and internationally within 90 days of concept.
- Managed and created in-house circulation department at Ashton resulting in over 200,000+ active paid subscribers for six magazines.

-Public Relations, Media & Public Speaking-

- Sought-after spokesperson and expert on the sport of figure skating for numerous television, radio and print interviews from 1994 – 2007.
- Selected as on-air figure skating analyst for CNN, CNN/SI, CNN International, and numerous other television networks during the 2002 Olympic Winter Games. Over 200 television appearances within a three-week period (including ABC, CBS, MSNBC, FOX, ESPN, BBC, NPR, CBC and CTV).
- Promoted *Frozen Assets* in more than 30 radio and print interviews.
- Corporate spokesperson for Ashton, *Scene* and *First World*. Wrote, distributed and marketed all press releases.

-Sales, Marketing & Direct Response-

- Drove circulation for *International Figure Skating* from 6,000 to 50,000+ through use of direct mail, web marketing and television direct response advertising.
- Forged strategic alliances at Ashton with key businesses and organizations including: International Management Group, Feld Entertainment, Amateur Athletic Union, Ice Skating Institute, Riedell Skates, Professional Skaters Association, Disson Skating and USA Volleyball.

- Generated \$200,000+ in new annual income through introduction of an innovative circulation renewal premium (calendar).
- Wrote copy for media kits, direct mail, subscription cards and billing/renewal series for six magazines.
- Achieved profitability for the book *Frozen Assets* through implementation of a successful direct mail campaign yielding an 8% response rate.
- Sold advertising to national accounts (Scion, Subaru and Travelocity) in addition to endemic advertisers in several industries.
- Achieved newsstand distribution for all Ashton titles and *Scene* through Curtis Circulation in nine countries and over 500 specialty retailers for *International Figure Skating*, *Doll Reader* and *Teddy Bear and Friends*.
- Secured marketing partnerships for *Scene* magazine with over 60 organizations, including: GLAAD, The Gay Games, Outfest and numerous film festivals.

-Web Development-

- Created web sites and marketing plans for *International Figure Skating*, *Women's Basketball* and *Scene* that resulted in substantial new subscription and ecommerce revenue along with brand development.
- Re-launched web sites for *Doll Reader*, *Teddy Bear and Friends* and *Volleyball* reflecting new editorial missions and all customer service functions.
- Developed official web site for *First World* (www.firstworldmovie.com) along with social networking on MySpace and Facebook.
- Established marketing plan for *Scene's* web site through ad words campaign on Google and Yahoo generating 70 million unique site views.
- Produced e-newsletters for six magazines.

-Commercial and Film Production-

- Produced and wrote copy for :30 and :60 television commercials for *International Figure Skating* and *Women's Basketball* that ran on ABC, ESPN, ESPN 2 and TBS. Produced and wrote copy for :30 and :60 spots for *Scene* that debuted on the LOGO network.
- Produced corporate promotional video for Ashton International Media reflecting the international development and expansion of the company.
- Wrote feature length (130 pages) screenplay titled *First World*. Produced 25 min. short film version of original story.
- Experienced in conducting auditions, casting, securing locations, managing talent, transportation and scheduling.
- Successfully screened *First World* at 20 conventions in the United States, Australia, Japan, Great Britain, Ireland and India.
- Achieved DVD distribution for *First World* through IndieFlix and Hulu.

-Event Production/Management-

- Created highly regarded annual awards night for the sport of figure skating called *The 25 Most Influential Names in Figure Skating* with one held at the World Figure Skating Championships and the other at a New York City movie theater in collaboration with a local film director creating a mini-movie.

- Twice produced industry-leading event with Royal Caribbean Cruise line titled *International Figure Skating's Annual Caribbean Cruise*. Secured skating talent and created onboard event program.
 - Developed and executed advertiser breakfast for *Doll Reader* and *Teddy Bear and Friends* magazine in conjunction with leading industry convention in which the magazines were sponsors.
 - Organized premiere of *First World* in Los Angeles. Attendees included national celebrities and industry decision makers.
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CONSULTING PROJECTS

PASADENA MAGAZINE – Pasadena, CA

8/2007 to 10/2007

Director of Consumer Marketing (consultant)

Retained to develop a highly visible marketing and circulation plan for this new city magazine within 30 days of launch. Accomplishments included premium hotel distribution and partnerships with area museums and hospitals. Created in-house circulation department and established internal operational procedures.

KARON SHEA MODEL MANAGEMENT – Worcester, MA

4/2008 to 8/2008

Director, International Modeling and Talent Association (consultant)

Retained to direct a talent and modeling program through IMTA (www.imta.com). Developed curriculum, instructed 20 students in a classroom setting for 10 weeks, prepared scheduling and transportation for New York City convention resulting in 120+ agency callbacks and 100+ awards. Managed budget of \$140,000, including tuition fee collection of \$5,000 per contestant and additional revenue of \$8,900 via up-selling of additional competitions to contestants. Generated profit of \$37,000.

AWARDS AND RELATED EXPERIENCE

OUT 100 List, *Out Magazine*

Liberation Publications (2001)

Winner of Best Publication, *International Figure Skating*,

The Professional Skaters' Association (1999 and 2002)

Honored for Expansion – Breakfast Club Salute, *Ashton International Media*

Worcester Regional Chamber of Commerce (2002)

Judge, *Skating with Celebrities*

FOX (2006)

Nominated Best Screenplay, *First World*

California Independent Film Festival (2007)

Top 10 Screenplay, Science Fiction, *First World*

The Movie Deal (2008)

<http://www.linkedin.com/in/marklund>