

# MARK LUND

West Hollywood, CA 90069

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## ENTERTAINMENT & MEDIA EXECUTIVE

*Organizational Leadership • Strategic Marketing • Partnership Building*

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Dynamic, results-driven **Media and Publishing Professional** with a proven record of success building a profitable multi-media company from the ground up, launching national magazines, developing Web sites and producing commercial and film projects. Hands-on experience in all aspects of operations management including marketing, human resources, finance, and negotiations.

### CORE COMPETENCIES

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|------------------------------------|---------------------------------------|
| ➤ Business Plan Development        | ➤ Direct Response Marketing           |
| ➤ Revenue & Profit Growth          | ➤ Advertising & Promotions            |
| ➤ Start-Up & Growth Management     | ➤ Acquisition Management              |
| ➤ Interviewing, Writing, & Editing | ➤ Event Production                    |
| ➤ Artistic Direction               | ➤ Presentation & Communication Skills |
| ➤ Contract Negotiation             | ➤ Team Building & Motivation          |
| ➤ Film Production                  | ➤ Screenwriter                        |
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## PROFESSIONAL EXPERIENCE

**FIRST WORLD PRODUCTIONS** – West Hollywood, CA

4/2006 to Present

[www.myspace.com/firstworldmovie](http://www.myspace.com/firstworldmovie)

### Executive Producer

Wrote and developed script for science fiction film titled *FIRST WORLD*. Produced short version of film (25 min.) with director for screenings and submission to 2007 science fiction convention circuit.

Key accomplishments include:

- Wrote feature-length script and condensed same to 25 pages to produce short version.
- Conducted auditions in Los Angeles and Boston to hire principal actors (total of 5).
- Secured locations for principal photography (presidential motorcade, equestrian farm, hotel and interior and exterior scenes in Dennis, Mass.).
- Hired background actors and minor speaking parts (total of 30).
- Arranged all transportation and scheduling.
- Acquired stock footage through online services and government agencies (JFK Library, NASA and Department of Defense).
- Developed marketing plan that includes Web, print, conventions and screenings.
- Created artwork and logo with director to brand the film.

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PROFESSIONAL EXPERIENCE CONTINUED

SCENE MAGAZINE – Worcester, MA

10/2004 to 3/2006

**Publisher**

Launched and developed national news magazine *SCENE* for the international gay community. Primary responsibilities included sales and marketing plans as well as complete distribution and circulation of the magazine. Key responsibilities included:

- Created business plan identifying need in the market.
- Sold advertising to national advertisers SCION, Subaru and Travelocity in addition to numerous endemic advertisers.
- Developed marketing plan for Web site through Google and Yahoo generating 70 million unique site views.
- Achieved newsstand distribution in over 8 countries through Curtis Circulation in addition to over 73 hotels/bed & breakfasts and 45 clubs for a distribution of 30,000 copies.
- Wrote all press releases and distributed same through BusinessWire and similar distribution outlets.
- Secured marketing partnerships with over 60 organizations, including; GLAAD, The Gay Games, Outfest and numerous film festivals.
- Produced and wrote :30 and :60 commercials for *SCENE* that debuted on the LOGO network. Was the first national gay newsmagazine to create commercials for that network.

ASHTON INTERNATIONAL MEDIA – Worcester, MA

10/1993 to 5/2004

**President and CEO**

Built magazine publishing operation from the ground up, managing growth to 20+ employees and annual revenues of \$3.8 million. Maintained responsibility for all aspects of the business, including strategic and tactical planning, human resources leadership, public relations, marketing and sales, customer service, vendor contract negotiation, and editorial decision-making. Conceived and developed two new magazine publications and rapidly positioned them as industry leaders. Acquired three additional magazines and implemented quality improvements and operational cost-saving measures. Positioned company and executive leadership as industry experts through development and implementation of major events and media engagements. Key accomplishments include:

*-Business / Operations Management-*

- Rapidly recruited and trained new staff to meet growing business demands.
- 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% titles while significantly improving quality.
- Negotiated vendor contracts worth over \$1 million with printers, fulfillment house and miscellaneous suppliers.
- Facilitated establishment of \$180,000 credit line with bank.

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PROFESSIONAL EXPERIENCE CONTINUED

*-Publishing Expertise-*

- Developed two new magazines (*International Figure Skating* and *Women's Basketball*) and grew them both into the largest publications for their respective sports.
- Created editorial concepts for *International Figure Skating*; directed cover 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.

*-Sales & Marketing-*

- Drove circulation for *International Figure Skating* from 6,000 to 50,000+ through use of direct mail and television direct response advertising on ABC, ESPN and ESPN2.
- Forged strategic alliances with key businesses and organizations included 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).
- Personally wrote direct mail copy for five magazines, prepared press releases, and made marketing presentations.
- Generated 1-million+ monthly hits with *International Figure Skating* magazine Web site.
- Achieved profitability for the book *Frozen Assets* publication through implementation of a successful direct mail campaign yielding an 8% response rate.

*-Media & Public Relations-*

- Often-sought spokesman for *International Figure Skating* Magazine for various television interviews and print publications.
- Selected as on-air figure skating analyst for CNN, CNN/SI, CNN International and numerous other television networks during the 2002 Olympic Winter Games.
- Promoted *Frozen Assets* in more than 30 radio interviews.

*-Event Production*

- 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.

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PROFESSIONAL EXPERIENCE CONTINUED

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AWARDS AND RELATED EXPERIENCE

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**Nominated Best Screenplay**, *First World*  
California Independent Film Festival (2007)

**Host**, *Reflections Off the Ice*  
Comcast (2006)

**Judge**, *Skating with Celebrities*  
FOX Television (2006)

**Winner of Best Publication**, *International Figure Skating*,  
The Professional Skaters' Association (1999 and 2002)