

Jerry A . Deal

OBJECTIVE

To secure a position within the public relations, marketing & sales arena in a progressive company and apply my exceptional interpersonal skills, experience across multiple industries, and drive to learn new trends & technologies.

EXPERIENCE

4/2008 to 5/2008 **The Dirty Hands Caravan** Indio, CA to New Orleans, LA

Volunteer & Promoter

- Along with a group of 150 volunteers I crossed America on bio-diesel buses organized by Sean Penn with the help of Cleve Jones and the people from DoSomething.org & CommonGroundRelief.org

10/2007 to 4/2008 **Treasure Island Media** San Francisco, CA

Public Relations Manager, Treasure Island Media

- Implemented new sources of revenue by initiating business to business relationships.
- Handled public relations at industry events and developed marketing materials & promotional items.
- Managed the affiliate program as well as print & online marketing campaigns.

Product Manager, New Barbary Coast Distribution

- Sought out new studios and negotiated distribution contracts.
- Managed the relations, generated sales reports & payment schedules for exclusive studios.
- Oversaw product inventory & managed U.S.C. 2257 compliance documentation.

4/2006 to 9/2007 **Bel Ami** San Francisco, CA

Director of North American Business Operations

- Managed the affiliate program and strengthened relationships.
- Established US Office for Bel Ami and manage DVD replication, distributor and online store fulfillment, call center, customer service, and general office management.
- Responsible for maintaining the US, Canadian, and Mexican distributor relationships. Processed distributors' orders and invoices. Assisted distributors in marketing efforts to increase sales to retailers.
- Developed strategies to increase visibility and sales of Bel Ami Studios, through print, affiliate, mail order, and online marketing campaigns.

9/2005 to 4/2006 **The Human Rights Campaign** San Francisco, CA

Action Center Manager

- Facilitated the opening of the first California Action Center & Store and oversaw public relations.
- Maintained staff scheduling and reported profit and loss to the Director of Merchandise in Washington.

1/2003 to 10/2005 **Playhouse Merced** Merced, CA

Director of Marketing and Development, General Manager, Actor, & Instructor

- Increased the operations of Playhouse Merced through staffing, budget, and organizational activities.
- Reported to the Board of Directors on all business related endeavors.
- Successfully managed fund raising campaigns and secured national and local grants from organizations such as the NEA, James Irvine Foundation, Target, CitiBank, Starbucks, and Safeway.
- Designed presentations and printed media materials including posters & donor kits.

9/2004-9/2005 **The City Council of Merced** Merced, CA

Commissioner

- Appointed by Mayor Hub Walsh to the Design and Review Board, the Historic Preservation Commission, and the Downtown Steering Committee.

EDUCATION

- The Second City, at CSU Fresno
- Capital University's Conservatory of Music, Ohio
- Stephen F. Austin State University, Texas
- The Ohio State University, Ohio
- Rose Bruford College, London, England

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