

# Adrienne Papp

AS OF 2004

Web: [www.AdriennePapp.com](http://www.AdriennePapp.com)  
Email: [Adrienne@AdriennePapp.com](mailto:Adrienne@AdriennePapp.com)

205 Washington Ave.  
Suite # 509  
Santa Monica, CA 90403  
Cell: 917.678.4017

## ADVERTISING, BUSINESS DEVELOPMENT AND JOURNALISM

Experienced Executive with many years of marketing, advertising, PR promotions and business development of various products and services in the field of business consulting; manufacturing; high-tech software; arts and entertainment. An Economist with a Master of Science Degree in Economics and post graduate education in Marketing/Advertising from UCLA and International Trade, Customs and Law from NYU.

### Work Experience

#### President and Owner

9/1992 - Present Atlantic United, Inc., Manhattan, NY and Santa Monica, CA

Overall management: Plan, direct and manage all aspects of business and financial operations for successful advertising and marketing firm specializing in domestic and overseas marketing of various products and services, including high-technology industrial and consumer products, art and entertainment industry consultations, general business solutions and business development. Atlantic United investors included \$ 500,000,000 private equity fund in New York and an Irish holding company with million dollar investments around the world. Analyze potential clients' operational structure and assess business development needs. Identify appropriate strategic partners as required. Develop and implement improved marketing and distribution strategies; advertising and PR plans. Draw on resource networks in related industries and professional organizations to assist potential and current clients in meeting varied needs; foster excellent company and community relations. Train, support, manage and recruit high-level marketing force.

- Former Profile Editor of Celeb Staff/Celeb Life Magazine.  
Writer and Columnist. Contributing editor of several other magazines.
- Managing Editor of SAVOIR Magazine. Writer. Entertainment Journalist.
- Profile Editor and Entertainment Reporter at 6 major magazines including Beverly Hills 90210; Malibu Beach; Santa Monica Sun; Brentwood News; Bel-Air View; Palisades 90272. Increased revenue within five months.
- An Entertainment Columnist and Managing Editor for the Beverly Hills Times Magazine. Built a large number of high-profile advertisers for feature advertorials and public relations projects. Generated large sums of revenues. Consulted on marketing and advertising plans with clients. Extensive networking and PR projects.
- Sponsorships; organizing conferences; new memberships; charitable organizations.
- Created and managed full exposure marketing/advertising and PR campaign for Canadian artist making high-profile exclusive life- and oversized public and private sculptures. Graphic Design.
- Guest professor of marketing at Oxford's Business School in Europe.
- Developed and initiated business plan to build telemarketing outsourced center overseas with working capital of millions of dollars. New revenue generation.

- Served as Managing Director of International Business Development and Marketing at International Technology and Finance, LLC., located at the World Trade Center in NYC. Duties included venture capital generation, project analysis, deal structuring. New contact initiation through active research and networking.
- For Net2Phone, provided senior sales and business development initiatives marketing the very first Voice Over IP technology. Established foreign prime carrier partnerships in Sweden, Australia, Malaysia, Eastern and Central Europe. Negotiated gateway contracts from initial contact through conclusion, prepared business plans and regional marketing studies. Efforts have led to \$ 2,000,000+ in revenue generation.
- Authored and implemented leading-edge logistics and distribution practices with leading manufacturing firms in Europe and US producing medical equipment; pharmaceuticals; industrial textiles; nutritional supplements; consumer goods and electronic security identification software.
- Established world-wide distributorship for Danish software manufacturer. Efforts resulted that the company has become the No.1 market leader of hotel management software production throughout Scandinavia and the second leader in Europe.
- Orchestrated successful business development and fundraising efforts for variety of motion picture production companies; notable achievements included raising \$ 7,000,000 for independent film; worked closely on large-scale HBO production project. Media Marketing
- Infomercial appearances for sport nutritional and anti-aging company. Spokesperson. HBO comedy appearances and fashion modeling.

## **Education**

2/2005 - current UCLA, Los Angeles, CA

- Associate Degree
- Marketing and Advertising

9/1992 - 9/1993 New York University, New York , NY

- Certification
- International Trade, Law, Finance & Taxation

9/1983 - 7/1989 Budapest University of Economics/DePaul University Chicago, Illinois, Budapest, Budapest

- Master of Science Degree in Economics, Economist.
- Was offered an honorary Doctorate Degree for Diploma Work in International Joint Ventures and Logistics. Budapest University of Economics, sister University of DePaul University in Chicago, Illinois, USA.

## **Skills**

Excellent Negotiation Skills    Executive Leadership    Interpersonal Skills