

Marc Robertz-Schwartz

352-267-7247 | MarcRS1853@gmail.com
Fruitland Park | Florida

SUMMARY OF EXECUTIVE & CREATIVE QUALIFICATIONS

An honored and accomplished broadcasting, marketing, branding, content development, creative executive and entrepreneur with more than 30 years of experience. Possesses a proven track record of market, revenue and relationship growth in corporate and entrepreneurial settings. Exceptional team and project leadership skills, budgeting, negotiating while also developing innovative media/marketing/content strategies, along with community, sponsorship and strategic partnerships.

PROFESSIONAL RECOGNITION

2024 "Best Places to Work"

2022 Education Foundation's Scott Strong Community Partner Award

2017 & 2016 University of Florida *Gator 100*, Fastest Growing Companies

2012 National Business Incubator Association *Business of the Year*

2012 Lake County Community Service Entrepreneur of the Year

3x EMMY Winner | 4x EMMY Nominee | 19x Telly Winner | 2x ADDY Winner |

2x PROMAX Winner | BDA Winner | 5x AVA Winner | 4x MarCom Winner |

Communitas Winner | Event Speaker & MC | Numerous Community Board Positions

PROFESSIONAL EXPERIENCE

President / Executive Creative & Content Director

Red Apples Media
Leesburg, FL

2008 – 2024

Founder and CEO of this locally and nationally honored multimedia production and marketing company with consistent year-to-year revenue growth. Primary creative, business and client relations strategist, leading a creative team providing extensive multimedia content creation (long and short form), marketing, brand management, advertising, video production, website/digital, social media, special event and communications services to best-in-class clients. *Sold the company in September, 2024.*

General Manager

The Villages Media Group
The Villages, FL

2003 – 2008

Initially recruited as General Manager of VNN-TV, leading all sales, marketing, news, production and promotion activity for the 24-hour niche cable channel serving The Villages® - a world-renowned active-lifestyle retirement community. Developed and managed a \$5 million operating budget and directed 100 employees. Created new programming and revenue streams through cross-media content, promotion, marketing and sales platforms in partnership with company-owned print and radio entities.

Responsibilities were expanded to launch The Villages® Media in-house agency to oversee all production as well as network TV, cable, radio, online and special event sponsorships for national and local broadcast, marketing, advertising and branding.

Key accomplishments:

- *Increased VNN revenue 178% and reduced expenses 43% over three years.*
- *Developed innovative, award-winning original program content and live broadcasts.*
- *Managed \$50 million in advertising and event sponsorships to build The Villages national brand while increasing leads nearly 10-fold over two years.*
- *Created millions of dollars in savings through negotiations, industry relationships and in-house agency commissions.*
- *Implemented tracking and measurement tools to determine ROI, trends and lead lifecycles as well as e-mail and direct marketing programs.*

Director, Sales Marketing
WFOR-TV (CBS Owned and Operated) **2002 – 2003**
Miami, FL

Responsible for the development of new revenue, sales team creative support, client promotions and vendor packages. Served as liaison to strategic partners including the CBS network, Miami Heat, Miami Dolphins and the South Florida Sun-Sentinel newspaper.

Key accomplishments:

- *Generated nearly \$1 million in new revenue with the ad sales team.*
- *Exceeded all special project goals and bonus benchmarks.*

President
DRIP Marketing Boot Camp **2001**
Miami, FL

Developed and conducted proprietary marketing curriculum, helping small and medium sized businesses improve brand position and market share.

Vice President, Creative Services
WTVJ-TV (NBC Owned and Operated) **1998 – 2000**
Miami, FL

High-profile senior creative and marketing position responsible for brand management, advertising and promotions, sales marketing, community affairs/events/communications, graphic design, press and publicity and non-news programming. Oversaw cross-marketing partnerships with The Miami Herald, Florida Marlins and the Miami Heat. Key member of the leadership team which delivered historic ratings success, a 50th Anniversary celebration and the design and integration into a state-of-the-art broadcast facility.

Various Broadcast Station Positions

1989 - 1998

Director, Marketing and Creative Services

- **WJXX/WBSG-TV (ABC)** - Jacksonville
- **WMAR-TV (ABC)** - Baltimore

Promotions Producer

- **WBAL-TV (CBS)** – Baltimore
- **WJKS-TV (ABC)** – Jacksonville
- **WABI-TV (CBS) / WABI-AM, WYOU-FM** – Bangor

Multi award winning creative writer and producer of hundreds of on-air television and radio promotional announcements and campaigns, print ads, ad sales projects, public service announcements and community events.

EDUCATION

University of Florida – BS, College of Journalism and Communications

COMMUNITY

Numerous current and previous community board positions and volunteer including:

- University of Florida Telecommunication/MPMT, Advisory Council Member
- University of Florida Hillel, Board Member (Marketing Committee chair)
- Education Foundation of Lake County, Board Member
- Second Stage Scholarship Endowment, Co-Founder
- The MIKE Endowment, Advisory Board Secretary
- Leesburg (FL) Area Chamber of Commerce (past)
- Leesburg Area (FL) Education Committee (past)
- LifeStream Behavioral Center Foundation (past)
- Lake Sumter State College Foundation (past)
- American Cancer Society of Lake & Sumter Counties (past)
- March of Dimes of Lake & Sumter Counties (past)
- East Ridge High School TV Production, Advisor/Speaker (past)