

## Career Conversations with... **Marc Robertz-Schwartz**



Marc Robertz-Schwartz is the Former President of Red Apples Media

**Tell us a little bit what it meant to be President of Red Apples Media.**

Red Apples Media started out of “fear and desperation” after being laid off during the economic crash of 2008. But over the course of 15 years – until I sold it late last year – we grew the organization and its services through reputation and innovation, worked with best-in-class clients, and operated from a foundation of high integrity, collaboration and dedication to each other, our clients and our community. As the owner, I had the rare opportunity to flex both sides of the brain on a daily basis – the right creative side, and the left analytical side, ensuring that Red Apples Media was not only sustainable, but growing and positioned to be attractive to a future buyer.

**Can you say a little bit about what your career journey was like?**

I graduated from the University of Florida with a degree from the College of Journalism and Communications, I spent the next 20 years working in Creative Services for television stations from Maine to Miami. In 2003 I was recruited by the massive Central Florida retirement community, The Villages®, initially to oversee their 24 hour television station, then to start up their in-house advertising and marketing agency, managing millions of dollars to build and market The Villages® brand across the country. My team was laid off late in 2008 when the economy tanked. I was forced into being an entrepreneur, launching Hometown Health TV, which we’d later rebrand as Red Apples Media – a full service multi award winning (including 19 Telly Awards!), multimedia production and marketing agency.

**Did you have any internships or experiences as a student that felt particularly worthwhile when you look at the position you reached?**

My first job as a TV Promotions Producer at the CBS station in Bangor, Maine came as a direct result of the Promotions Producer internship I worked at the ABC station in Gainesville, FL the summer before I graduated from UF. Both stations were owned by the same company and my mentor during the internship did a wonderful job of marketing me to the rest of the stations in the ownership group.

**Is there a piece of advice that you wish you had known early in your career journey?**

Having worked almost entirely in a very subjective creative world, like many, I would take my work very personally and tended to internalize criticism and requested changes. With time, maturity, and some great mentors along the way, I learned to adopt a mentality of, *"Take pride, don't take it personal."*

**Do you have any advice for people looking to work in the world of media?**

Work your network, don't be shy about it. Generally, people get a rush helping others when they can – they just need to be asked. Having an inside track, a side-door, a warm introduction will always make a difference in at least breaking through the clutter of all the resumes a job opening receives.

**What was your favorite part of your job?**

Later in my career, I found the success of the people who worked for me – both when they did, and even after – was extremely gratifying.