

Marc Robertz-Schwartz

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Fruitland Park | Florida

SUMMARY OF EXECUTIVE & CREATIVE QUALIFICATIONS

An honored and accomplished marketing / branding / creative executive and entrepreneur with more than 30 years of agency, television stations, and niche cable experience. Offering a proven track record of market, revenue and relationship growth in corporate and entrepreneurial settings. Exceptional team and project leadership skills, budgeting and negotiating, while also developing innovative media/marketing/content strategies. Additional success in sponsorships, community, and strategic partnerships.

PROFESSIONAL RECOGNITION

2024 “Best Places to Work” – Halifax Media Group *Best Of*
2022 Education Foundation’s Scott Strong Community Partner Award
2022 American Academy of Entrepreneurs / Edward Lowe Foundation
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 – Sale in 2024

Founder and CEO of locally and nationally honored multimedia production and marketing company with consistent year-to-year revenue/client growth. Primary creative and client relations strategist, leading a creative team providing extensive multimedia content creation, marketing/brand management, advertising, video production, website/digital, social media, design, special event and communications services to best-in-class clients including health/medical/hospitals, professional services, and more.

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.*
- *Managed \$50 million in advertising and event sponsorships to build The Villages® national brand while increasing leads nearly 10x 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/KPI, 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 in support of 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 TV 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

Extensive community board and volunteer positions including:

- Education Foundation of Lake County, Board Member
- Second Stage Scholarship Endowment, Co-Founder
- The MIKE Endowment, Advisory Board Secretary
- Leesburg Electric Utility, Advisory Board (Elected)
- Honor Flight, Guardian and Event Volunteer
- Leesburg Humane Society, Volunteer
- University of Florida Telecommunication/MPMT, Advisory Council Member (past)
- University of Florida Hillel, Board Member (past)
- 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)

Creative Portfolio and References Upon Request