

# J. Travis

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## Moving to Hong Kong October 2012

**PROFILE:** Proven strategic communications executive with 20+ years experience in integrated communications for both in house and agency sides. Extremely flexible in several industries including: consumer goods, digital and new media, health, fitness, entertainment, and technology.

### DISCIPLINES:

Strategic Communications  
Media Relations  
Advertising  
Integrated Marketing  
Branding  
Writing / Editing  
Social Media  
Measurement & Management  
Research  
Culture Jamming  
Crisis Communications

### INDUSTRIES:

Health & Fitness  
Spirits  
Hospitality  
Technology  
Retail  
Consumer / Packaged Goods  
Publishing  
Television  
Entertainment

### QUALIFICATIONS:

- Re-branded New York Health & Racquet Club, a 30-year old fitness club as the fitness leader in Manhattan
- Created integrated marketing initiatives between advertising, public relations, social media and across all communications platforms.
- Developed new business, revenue streams & sales leads
- Reduced advertising costs while increasing sales leads
- Managed a staff of designers, instructors, an advertising agency and multiple vendors for printing and media placement
- Event planning, design & management
- Ghost writer for client publications
- Writer: marketing materials, press kits, proposals and white papers
- Managed junior staff and all written communications for multiple agency clients
- Developed entertainment marketing initiatives for corporate clients

### EXPERIENCE:

2002 – Present **New York Health & Racquet Club**, New York, NY  
*Brand Manager & Public Relations Director*

2006 **Rubenstein Public Relations**, New York, NY  
*Vice President*

2000 – 2002 **Rogers & Cowan**, New York, NY & Los Angeles, CA  
*Account Supervisor*  
1999 – 2000 **Dan Klores Associates**, New York, NY  
*Account Supervisor*  
1999 **Katz Media Group**, New York, NY  
*Media & Publications Director*  
1997 – 1999 **Rubenstein Public Relations**, New York, NY  
*Account Director (Promoted 1998)*  
1994 – 1999 **Visibility Public Relations**, New York, NY  
*Account Manager*

**WRITER** *Cosmopolitan, Betty Confidential, \*surface, Middlesex News, Envy Man*

**COMPANIES:**

<i>Altoids</i>	<i>Icebreakers</i>
<i>Publishers Clearing House</i>	<i>The Grammy Awards</i>
<i>Alpine Mobile Electronics</i>	<i>Trump Super Premium Vodka</i>
<i>Avenue magazine</i>	<i>Drinks Americas</i>
<i>Dr. Stuart Fischer</i>	<i>The Queen Latifah (Talk) Show</i>
<i>SFX Entertainment</i>	<i>Tic Tacs,</i>
<i>Popular Mechanics</i>	<i>Redbook</i>
<i>Cosmopolitan</i>	<i>Island Records</i>
<i>Project HOPE</i>	<i>Dixie Carter</i>
<i>Leo Castelli Art Gallery</i>	<i>Peter Gatien &amp; The Limelight</i>

**EDUCATION:** Master of Science · Strategic Communications · Columbia University · 2011  
Bachelor of Arts · English & Communications · Flagler College · 1992

**INTERESTS**

**TEAM IN TRAINING**, Cycling

- Raising funds for *The Leukemia Lymphoma Society*
  - *Lake Tahoe – America’s Most Beautiful Ride, 2009*

**BRAKING THE CYCLE**, Cycling

- Raising funds for AIDS hospice programs, The Center, 2006

**RECOGNITION**

**THE DAVEY AWARDS**

Silver, Best Advertising Campaign: Love Your Booty, 2007