

ROCHELLE WINTERS

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Los Angeles, CA 90042 and New York, NY 10005

(open to relocating)

SUMMARY

Professional with extensive experience in integrated communications (PR, Marcom, writing, strategic guidance) and curating and producing innovation-focused conferences and events.

EXPERTISE

Communication about complex topics · Emerging technologies · Multi-channel marketing
Cross-team collaboration · Research, writing, editing · Strategic planning · Storytelling
Community building · Working w/ senior executives, scientists, artists · Problem solving

PROFESSIONAL EXPERIENCE

Branding and Marketing (Contract)

Green Communications Initiative/Mar Vista Art Walk

Los Angeles, CA

May 2020 – Present

- Comprehensive strategic analysis , rebranding and communications program development for arts and social justice organization.

Communications Manager and Conference Planner/Producer

National Association of Broadcasters, NAB Show

Washington, D.C./Los Angeles, CA

September 2008 – May 2020

- Conceptualized, developed, and produced global in-person and virtual conferences and experiences for technology trade show that draws 90,000 feature film, TV, and XR professionals
- Wrote and edited branding, public relations, and multi-channel marketing materials that drew standing-room-only crowds to live events and achieved greater than 60% play rate for on-demand sessions
- Operated within a matrix environment with internal and external design, marketing, operations, and AV teams to impact performance and market results
- Oversaw design and implementation of multi-channel advertising and marketing campaign to build out a target vertical that doubled attendance, year-over-year
- Established new business and content partnerships with corporations, associations, and standards groups that significantly increased brand credibility, industry engagement, and

subject matter leadership.

- Developed and supervised implementation of project timelines, operational structures, deliverables, and budgets
- Conducted qualitative market research and wrote comprehensive strategic reports. The company adopted multiple strategic, marketing, and programming recommendations, all of which improved its brand reputation, attendance, and profitability

Conference Producer and Communications Lead (Consultant)

Entertainment Technology Center @ University of Southern CA

Los Angeles, CA

November 2012 – May 2020

- Founding curator and producer of executive symposium series about technology and media for premiere industry think tank. Established the series as a must-attend, future casting event
- Oversaw all content, from concept to completion. Researched and defined objectives and scope, developed and populated sessions and experiences, and critiqued demos and presentations
- Wrote engaging marketing communications and descriptive materials filling audiences to capacity
- Interfaced with futurists, senior scientists and technologists, and filmmakers working in emerging technology sectors such as 5G, machine intelligence/AI, XR, blockchain, and metadata management
- Supervised on-site execution including run-of-show, AV, ops, and administrative logistics

Corporate Communications (Consultant)

International Cinematographers Guild Local 600 (ICG)

Los Angeles, CA

September 2012 – September 2019

- Wrote and edited public relations and SWAT materials and trained executives for challenging and potentially controversial public speaking and media engagements
- Provided strategic guidance about new technologies likely to impact the livelihood of ICG members (more than 8,000 cinematographers and camera crew) and laid the groundwork for educational and training programs that enabled members to remain competitive
- Planned and executed educational programs about emerging technologies and processes to promote the importance of the camera team and address timely issues

Public Relations and Marketing Communications Lead

Smoke & Mirrors Communications

Los Angeles, CA

February 2004-September 2010

- Oversaw integrated communications programs for such global clients as Thomson, SA (France-based technology corporation, now Technicolor), AnimationMentor (virtual,

interactive school), Society of Motion Picture and Television Engineers (SMPTE), Master Image (Korea-based technology company), The Bakery (France-based software startup), and IOSONO (Germany-based, audio technology startup)

- Launched new companies, products, and services. Wrote press releases, product fact sheets, and case studies that increased market visibility
- Developed SWAT and corporate messaging documents as well as creative briefs
- Researched, pitched, and placed corporate branding, product, and service stories in tier one business, consumer, and trade outlets.
- Worked with CEO and executive board to launch one of the first real-time, interactive, long-distance learning schools. Campaign focused on software innovation, entrepreneurship, and student and teacher journeys. Achieved worldwide coverage across tier one channels. School earned the 21st Century Award and the Best Practices in Programming Award, Gold Level from the US Distance Learning Association.

Head of Corporate Publicity

Bumble Ward & Associates

Los Angeles, CA

March 2002 –February 2004

- Oversaw corporate practice for prestigious Hollywood PR agency. Clients included FremantleMedia NA, Sony Pictures Imageworks, Radar Pictures, and more.
- Spearheaded media campaign that helped earn Sony Pictures Imageworks its first Oscar

Early Career

- Freelance writer for Variety, The Hollywood Reporter, and American Cinematographer
- President and founder, Smoke & Mirrors Public Relations, Inc.
- Head of Publicity for Harmony Holdings, Inc.

EDUCATION/AWARDS/AFFILIATIONS

Bachelor of Arts: University of Massachusetts, Amherst, Major: Education, Concentration: Cognitive Development

Additional Studies: Tyler School of Art (photography), Temple University and UCLA (film), Sony Pictures Entertainment 3D Training Center Program

ADDY Award: Pavlov Productions Business-to-Business Marketing (Client, 1997)

One Show Finalist: Pavlov Productions Business-to-Business Marketing (Client, 1997)

Member: Visual Effects Society (VES), Photographic Arts Council of Los Angeles (PACLA)