

RESUME FOR:

James D. Rosenberger, Founder and President
maxxmedia+events inc.



corporate site: www.mmevents.com

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Summary of qualifications

Provides strategic leadership and multi-function management of internal teams, clients' requirements and synchronize with external contractors.

Coaches senior corporate staff for live presentations, including use of media and functions as spokesperson when required.

Ability to conceptualize, write, create or adapt existing content for print, interactive and other electronic media.

Generate original ideas and strategic storytelling efforts to create distinctive brand narratives.

Additional skills include all levels of video production, marketing/PR/advertising, website development, and coordination/staging of corporate event and business meetings.

Education *Master of Fine Arts*, Theatre, York University, Toronto, Ontario, Canada.

Bachelor of Science, Education, Double Major: Communications & English. Ohio Teaching Certification, BGSU, Bowling Green, Ohio

Experience 1999-present President and Founder of maxxmedia+events, inc.

When companies need one person to bring marketing, communications and technical know-how to the table, James D. Rosenberger gets the call! From concept to completion, this one-man creative force generates results by combining the power of corporate sponsored media, marketing, interactive programs and live events for clients who want results.

Partial client list includes: Cintas, David J. Joseph Company, Fidelity Investment Services, LensCrafters, P&G, Senco, Tytek, The American Classical Hall of Fame and The Taft Museum.

Sample list of projects from the past decade:

- **PROCTER & GAMBLE**- Mr. Rosenberger has written, staged, directed and produced forty-five divisional and international live Advertising events, using websites video programs and print promotions.

These efforts were profiled on Channel 9 WCPO, the Cincinnati **abc** TV affiliate for their innovative impact on employees using custom interactive games and staging;

- **DAVID J. JOSEPH**- For the company's 125th anniversary of 2010, he produced, directed and staged the live celebration, wrote, edited and directed the commemorative DVD and oversaw the publication and production of the anniversary book as a general Planning consultant for senior management;
- **SENCO** – Mr. Rosenberger wrote, produced, directed and edited sales training programs for *Home Depot*, and *Lowe's*; generated a video library of all programs for the company's retail and industrial divisions; wrote, produced, directed and provided translation services for two Japanese-audience new product and safety videos. Both were shot on location in Japan, using a combined Japanese and American production and post-production team managed by Mr. Rosenberger. Finally, adapted select programs for Hispanic audiences in major markets.
- **AMERICAN CLASSICAL MUSIC HALL OF FAME** – Researched, wrote, edited and produced the DVD "*A History of Classical Music*" for the Hall to be used in conjunction with its museum exhibit;

Selected Original Programming and Publications

"*Flying Pigs, Andrew Leicester and Porkopolis*"- -Celebrating the 15th anniversary of the controversial sculpture in 2003 of the Gateway to Cincinnati. Available through WCET 48's Arts in the Schools program library and for sale.

"*The Bobs Sing! (and Other Love Songs)*"- -Premiered as a CET-48 TV special on Valentine's Day 2001. The DVD version has sold over two thousand copies internationally and won the Interactive-Entertainment Award, from INTERCOM 2002, Chicago, Illinois.

Introduced in 2006, "Therapeutic Storytelling for Seniors" to the SW Ohio and Tri-state region through the program *Audible Therapies*, reaching over 3,000 individuals annually.

Career Recognition/Awards

Founder, SPACES, Cleveland, Ohio. In 2011, SPACES celebrates its 34th anniversary. Mr. Rosenberger's contributions were recognized with a special publication and showcase in November, 1998.

Muse Award from the National Museum Association, 1993 for "There's No Place Like Home" TV PSA and billboard campaign for The Taft Museum.

Ascertainment study and live Cable TV series for The Institute of Fine Arts were chronicled and recognized in the seminal book "*Cultivating The Wasteland*" by Kirsten Beck, 1983.

Two OAC Individual Fellowships for Multidisciplinary work, 1978 & 1983.

.References on Request