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SUMMARY / OBJECTIVE:

A BUSINESS PROFESSIONAL WITH OVER TEN YEARS OF EXPERIENCE IN CORPORATE, POLITICAL AND MARKETING COMMUNICATIONS, CLIENT RELATIONS, LEADERSHIP AND MANAGEMENT, I SEEK A POSITION THAT WILL ALLOW ME TO APPLY MY KNOWLEDGE, SKILLS AND EXPERIENCE IN A CHALLENGING AND FAST-PACED TEAM-ORIENTED SETTING.

EXPERIENCE (1995-PRESENT):

2006

DEPUTY PRESS SECRETARY, JIM PEDERSON FOR U.S. SENATE (PEDERSON 2006)

AS DEPUTY PRESS SECRETARY FOR THE PEDERSON CAMPAIGN, I HANDLED A RANGE OF RESPONSIBILITIES IN THE STATEWIDE RACE AGAINST INCUMBENT U.S. SENATOR JON KYL (R.-ARIZ.), INCLUDING INTERFACING WITH PRINT, ELECTRONIC AND ONLINE MEDIA OUTLETS THROUGHOUT ARIZONA, DRAFTING AND DESIGNING WRITTEN MATERIALS FOR THE CAMPAIGN AND STAGING PUBLIC AND MEDIA EVENTS.

- CREATED THE CAMPAIGN'S INFRASTRUCTURE FOR DISSEMINATING MEDIA INFORMATION, INCLUDING RELEASES, ADVISORIES AND STATEMENTS
- DRAFTED AND EDITED COPY FOR MEDIA RELEASES, CAMPAIGN PROSPECTUS, OPINION/EDITORIAL PIECES AND OTHER VOTER, DONOR AND MEDIA-RELATED MATERIALS
- SERVED AS PRINCIPAL ADVANCE FOR CAMPAIGN MEDIA AND PUBLIC EVENTS INVOLVING CANDIDATE JIM PEDERSON
- ACTED AS PRINCIPAL MEDIA COORDINATOR FOR MAJOR EVENTS, INCLUDING ADVANCE AND ON-SITE COORDINATION FOR A GALA FUNDRAISER FEATURING FORMER **PRESIDENT BILL CLINTON**
- PRODUCED CAMPAIGN MEDIA, INCLUDING A SUCCESSFUL WORLD WIDE WEB AD
- LIAISED WITH THE ARIZONA DEMOCRATIC PARTY AND OTHER ORGANIZATIONS INVOLVED WITH THE CAMPAIGN TO ENSURE THAT CAMPAIGN OBJECTIVES WERE MET AND EXCEEDED
- PERFORMED RESEARCH FUNCTIONS ON BEHALF OF THE CAMPAIGN, WITH A FOCUS ON OPPOSITION RESEARCH

2002 - 2006

WRITER / COMMUNICATIONS CONSULTANT (FREE-LANCE)

AS A FREE-LANCE COMMUNICATIONS CONSULTANT AND WRITER, I HAVE AIDED MY CLIENTS IN ALL ASPECTS OF THEIR MEDIA-RELATIONS AND MARKETING COMMUNICATIONS NEEDS, INCLUDING DEVELOPMENT OF SHORT- AND LONG-TERM MEDIA STRATEGY, MESSAGE MANAGEMENT AND CREATION OF MARKETING COLLATERAL. MY CLIENTS INCLUDED:

- **MARIO E DIAZ & ASSOCIATES** (PUBLIC AFFAIRS SERVICES FIRM, PHOENIX, ARIZ.)
- **STREAMCAST NETWORKS, INC.** (**MORPHEUS** PEER-TO-PEER SOFTWARE, LOS ANGELES, CALIF.)
- **RED BULL NORTH AMERICA** (LOS ANGELES, CALIF.)
- **VALLEY OF THE SUN JEWISH COMMUNITY CENTER** (SCOTTSDALE, ARIZ.)
- **ELIXIR RECORDS** RECORDING ARTIST **FABRICE MORVAN** (LOS ANGELES, CALIF.)

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2001 - 2002

MANAGER OF SPECIAL PROJECTS, eLIBERATION CORPORATION

MY TENURE AT eLIBERATION CORPORATION PRESENTED NUMEROUS CHALLENGES, NOT THE LEAST OF WHICH WAS INTRODUCING A NEW BRAND AND PRODUCT TO A VERY TIMID AND RESISTANT ENTERTAINMENT INDUSTRY AT A TIME WHEN THE GENERAL DECLINE OF DOT-COMS WAS CREATING RESISTANCE TO WORKING WITH SIMILAR COMPANIES.

- HANDLED ENTERTAINMENT INDUSTRY RELATIONS AND BUSINESS DEVELOPMENT DUTIES FOR COMPANY'S AUDIO CONTENT TRACKING AND ROYALTY MANAGEMENT SOLUTIONS, CREATING BRAND RECOGNITION AND AWARENESS IN RELEVANT INDUSTRY MARKETS
- CREATED, DEVELOPED AND MANAGED STRATEGIC CORPORATE RELATIONSHIPS, INCLUDING THE DEVELOPMENT OF A KEY STRATEGIC ALLIANCE WITH INDUSTRY LEADER AUDIBLEMAGIC THAT LED TO INCREASED PRODUCT AND BUSINESS PERFORMANCE
- DRAFTED AND REVIEWED CORPORATE CONTRACTS AND AGREEMENTS
- OVERSAW MARKETING COMMUNICATIONS INITIATIVES, INCLUDING SUPERVISING AND EDITING COMPANY'S MONTHLY CORPORATE NEWSLETTER, DEVELOPMENT OF MARKETING MATERIALS, DRAFTING OF PRESS RELEASES AND DEVELOPMENT OF INVESTOR RELATIONS COLLATERAL
- CREATED, DEVELOPED AND OVERSAW MONTHLY HTML E-MAIL TO ALL CORPORATE CLIENTS, RESULTING IN INCREASED CLIENT AWARENESS OF NEW PROGRAMS AND PRODUCTS AND DIRECT INCREASES IN THE COMPANY'S REVENUES

2000 - 2001

MUSIC SUPERVISOR, *DOUBLE DOWN* (LIONS GATE FILMS)

- OVERSAW ALL MUSIC PLACEMENT FOR FEATURE FILM STARRING JASON PRIESTLEY
- HANDLED ALL LICENSING AND CONTRACTS, INCLUDING NEGOTIATION, FOR MUSIC CLEARANCES

2000 - 2001

MANAGER OF EDITORIAL & SPECIAL PROJECTS, TONOS ENTERTAINMENT, INC.

TONOS ENTERTAINMENT, FOUNDED BY RECORDING INDUSTRY LEGENDS CAROLE BAYER-SAGER, DAVID FOSTER AND KENNETH "BABYFACE" EDMONDS, SOUGHT TO PROVIDE EDUCATION ABOUT THE WORKINGS OF THE MUSIC INDUSTRY AND CREATE AN ENVIRONMENT FOR ONLINE COLLABORATION AMONG AMATEUR AND SEMI-PROFESSIONAL MUSICIANS, REGARDLESS OF GEOGRAPHY. THERE, I:

- CREATED, DEVELOPED AND IMPLEMENTED STRATEGIC BUSINESS INITIATIVES, INCLUDING WORK ON REVENUE-GENERATING PROGRAMS THAT MARKEDLY INCREASED CASH-FLOW
- DEVELOPED AND DRAFTED PROPOSALS AND BUDGETS FOR VARIOUS PROGRAMS AND PRODUCTS
- SERVED AS A CONSULTANT TO THE COMPANY'S BUSINESS DEVELOPMENT TEAM FOR ONLINE AND OFFLINE THIRD-PARTY INITIATIVES
- BOOKED AND PRODUCED VIDEO SHOOTS AND SEGMENTS FOR EDITORIAL AND MARKETING PROJECTS, INCLUDING HIGH-PROFILE ARTIST AND EVENT COVERAGE THAT LED TO HIGH-PERCENTAGE INCREASES IN WEB SITE PAGE VIEWS AND MEMBER SIGN-UPS
- DEVELOPED OFFLINE MARKETING CREATIVE (INCLUDING COPY AND DESIGN/LAYOUT)
- WROTE, EDITED AND PRODUCED EDITORIAL CONTENT FOR TONOS.COM WEB SITE

2000

PRODUCT MANAGER/MANAGER OF SPECIAL PROJECTS, MP3.COM, INC.

AS MANAGER OF SPECIAL PROJECTS FOR MP3.COM, I HAD A WIDE-RANGING PORTFOLIO THAT TOUCHED ON A NUMBER OF AREAS OF THE COMPANY DURING ITS FIGHT TO WARD OFF COSTLY AND

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VERY HIGH-PROFILE LITIGATION FILED BY NEARLY EVERY MAJOR MEDIA COMPANY, WHILE AT THE SAME TIME MAINTAINING ITS STOCK PERFORMANCE ON WALL STREET. MY DUTIES DURING THIS TIME FOCUSED HEAVILY ON MEDIA AND PUBLIC RELATIONS AND MESSAGE MANAGEMENT.

- MANAGED VARIOUS PROJECTS AND PRODUCTS ONLINE AND OFFLINE, INCLUDING REVENUE-PRODUCING INITIATIVES THAT GENERATED HUNDREDS OF THOUSANDS OF DOLLARS FOR THE COMPANY
- WORKED HEAVILY WITH STRATEGIC AND SHORT-TERM CORPORATE COMMUNICATIONS AND MESSAGING (INDUSTRY AND CONSUMER), RESULTING IN INCREASED BUSINESS DEVELOPMENT AND MAINTENANCE OF REASONABLE STOCK PRICES COMPARED RELATIVELY TO SIMILAR PUBLIC COMPANIES DURING THE SAME TIME PERIOD
- DESIGNED, BOOKED AND RAN THE PROGRAM (SPEAKERS, PANELISTS, OTHER PRESENTERS) FOR THE **MP3 Summit 2000** TWO-DAY MUSIC AND TECHNOLOGY CONVERGENCE CONFERENCE IN SAN DIEGO (JUNE, 2000), WITH OVER 3,000 DELEGATES IN ATTENDANCE AND NEARLY 2,000 MORE DECLINED ENTRY; EVENT GENERATED WORLDWIDE MEDIA COVERAGE (INCLUDING *TIME*, *NEWSWEEK* AND CBS' *60 MINUTES II*) AND SEVERAL HUNDRED THOUSANDS OF DOLLARS IN REVENUE
- SERVED AS CORPORATE LIAISON TO THE OFFICE OF THE MAYOR OF THE CITY OF SAN DIEGO, THE HONORABLE SUSAN GOLDING
- CREATED, DEVELOPED AND IMPLEMENTED VARIOUS PROGRAMS AND PRODUCTS FROM CONCEPT THROUGH EXECUTION

1999 - 2000

STAFF CONTENT PRODUCER, MP3.COM, INC.

JOINING THE EDITORIAL TEAM AT MP3.COM AS A CONTENT PRODUCER, PRIOR TO THE COMPANY'S IPO, AFFORDED ME THE HISTORIC OPPORTUNITY TO BE INVOLVED WITH ONE OF THE LARGEST INITIAL OFFERINGS IN WALL STREET HISTORY, AND INTRODUCED ME TO THE HIGH-PROFILE DOT-COM EXPLOSION OF THE LATE NINETIES.

- PRODUCED OFFICIAL WEB SITE FOR **ALANIS MORISSETTE/TORI AMOS "5-1/2 WEEKS TOUR,"** WHICH GENERATED THOUSANDS OF TICKET SALES AND MILLIONS OF WEB SITE PAGE VIEWS, WIDESPREAD MEDIA ATTENTION AND INCREASED MP3.COM BRAND AWARENESS
- PRODUCED OFFICIAL WEB SITE FOR MP3.COM **MUSIC AND TECHNOLOGY TOUR** (HEADLINERS: THE **GOO GOO DOLLS, TONIC**), SIMILARLY RESULTING IN TENS OF THOUSANDS OF TICKETS SOLD, MILLIONS OF PAGE VIEWS AND INCREASED BRAND AWARENESS FOR MP3.COM
- CO-FOUNDED AND SERVED AS EDITORIAL DIRECTOR FOR THE "MP3.COMMUNICATOR" E-MAIL NEWSLETTER AND OTHER DIRECT MARKETING E-MAIL PRODUCTS, DISTRIBUTED WEEKLY TO OVER 20 MILLION REGISTERED USERS; THESE DIRECT E-MAIL PRODUCTS CONSISTENTLY PRODUCED "CLICK-THRU" RATES OF FIVE-TO-SEVEN PERCENT AT A TIME WHEN AVERAGE RATES FOR SIMILAR PRODUCTS WITHIN THE INDUSTRY WERE ESTIMATED AT UNDER FOUR PERCENT, AND THESE PRODUCTS QUICKLY BECAME THE TOP CONSISTENT REVENUE GENERATORS WITHIN THE ENTIRE COMPANY, VIA INCLUDED ADVERTISING SALES
- RE-DESIGNED AND REDEVELOPED MP3.COM WEB SITE'S HARDWARE AND SOFTWARE REVIEWS SECTION INTO A REVENUE-GENERATING AND HIGHLY-RESPECTED RESOURCE THAT BECAME A KEY ONLINE INFORMATION SOURCE FOR DIGITAL AUDIO CONSUMERS AND PROFESSIONALS
- SERVED AS CO-EDITOR FOR "THE LITTLE RED BOOK," MP3.COM'S MONTHLY MUSIC INDUSTRY E-MAIL NEWSLETTER, WHICH INCREASED AWARENESS OF MP3.COM'S PRODUCTS AND SERVICES WITHIN THE OFFLINE MUSIC INDUSTRY COMMUNITY AND LED DIRECTLY TO ACQUISITIONS OF HIGH-PROFILE ARTIST RECORDINGS FOR THE MP3.COM WEB SITE
- HANDLED ARTIST RELATIONS FOR THE **EAGLES** (MILLENNIUM PROMOTION), **TLC**, **GOO GOO DOLLS**, **ALANIS MORISSETTE**, **TORI AMOS**, **TONIC**, **MASTER P** AND OTHERS

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1998 - 1999

CONTRIBUTING WRITER/EDITOR, FREE-LANCE

• WROTE AND EDITED FEATURES, CONCERT AND ALBUM REVIEWS AND OTHER EDITORIAL FOR OUTLETS INCLUDING *THE HOLLYWOOD REPORTER*, *HITS*, *ROCKTROPOLIS.COM/ALLSTAR*, *LAUNCH.COM*, *VIRGINMEGA.COM* AND LOCAL PUBLICATIONS *L.A. VISION* MAGAZINE, *THE DAILY BREEZE* AND *THE RIVERSIDE PRESS-ENTERPRISE*

1996 - 1998

ASSOCIATE EDITOR, MUSIC CONNECTION MAGAZINE

MUSIC CONNECTION FLOURISHED DURING MY TENURE AS ASSOCIATE EDITOR, WORKING CLOSELY WITH SENIOR EDITOR STEVEN P. WHEELER. AS A TEAM, HE AND I WERE ABLE TO INCREASE THE MAGAZINE'S PROFILE AND LEVEL OF RESPECT WITHIN THE PROFESSIONAL MUSIC INDUSTRY AND DRAW BOTH EMERGING AND ESTABLISHED TALENT ONTO THE MAGAZINE'S FEATURE PAGES. AS A RESULT, ADVERTISING REVENUE AND NEWSSTAND AND BACK-ISSUE SALES INCREASED TREMENDOUSLY.

- MANAGED STAFF AND CONTRIBUTING WRITERS
- HANDLED STORY CREATION AND ASSIGNMENT
- ENGAGED IN EDITING/REWRITING OF STORIES (FEATURES, NEWS, REVIEWS, COLUMNS)
- ENGAGED IN EXTENSIVE WRITING (FEATURES, NEWS, REVIEWS, COLUMNS)
- COPY EDITED COMPLETE MAGAZINE ON A BI-WEEKLY BASIS

1995 - 1996

MANAGER, MEDIA RELATIONS & MARKETING, QUALITY RECORDS GROUP

WHILE WORKING FOR QUALITY RECORDS AND THE WARLOCK RECORDS GROUP, I WAS ABLE TO BOOST THE MEDIA AND MARKETING PROFILES OF OUR MORE THAN FIFTEEN ASSOCIATED RECORD LABELS AND VAULT VARIOUS ARTISTS AND PROJECTS TO HIGH-PROFILE STATUS, PARTICULARLY TAKING THE *DANCE MIX U.S.A.* SERIES TO NEW HEIGHTS, WITH *VOLUME 4* CERTIFIED GOLD MERE WEEKS FOLLOWING ITS RELEASE.

- OVERSAW MEDIA AND PUBLIC RELATIONS FOR ESTABLISHED INDEPENDENT LABEL GROUP
- ENGAGED IN EXTENSIVE WRITING (ARTIST BIOGRAPHIES, PRESS RELEASES, "CANNED" STORIES)
- CREATED AND EXECUTED MEDIA AND MARKETING CAMPAIGNS ON BEHALF OF VARIOUS ARTISTS AND ALBUM PROJECTS
- OVERSAW RETAIL MARKETING OF NUMEROUS SINGLE-ARTIST AND COMPILATION ALBUM PROJECTS

1995

ACCOUNT MANAGER, LOBELINE COMMUNICATIONS

• **PUBLICIST, MCA CONCERTS:** HANDLED COMPLETE MEDIA AND PUBLIC RELATIONS CAMPAIGN FOR MCA CONCERTS AND THE **UNIVERSAL AMPHITHEATRE'S** 1995 SEASON; MANAGED RELATIONSHIPS WITH RECORD LABELS, ARTIST MANAGEMENT FIRMS AND OTHER ARTIST REPRESENTATIVES ON ALL MATTERS PERTAINING TO MEDIA AND ARTIST RELATIONS EFFORTS, RESULTING IN INCREASED TICKET SALES AND REVENUE FOR BOTH THE PARENT COMPANY AND THE VENUE; CREATED AND EXECUTED SUCCESSFUL TRADE AND CONSUMER MEDIA LAUNCH FOR THE COMPANY'S NEWEST VENUE, THE GORGE, IN GEORGE, WASHINGTON

• **PUBLICIST, REGGAE SUNSPASH TOUR:** CREATED AND EXECUTED MEDIA CAMPAIGN FOR THE 1995 SUNSPASH U.S. TOUR (INCLUDING **BIG MOUNTAIN**, **ASWAD**, **BUJU BANTON**, **WAILING SOULS**, NUMEROUS OTHER ARTISTS); OVERSAW IMPLEMENTATION OF TOUR MEDIA AND MARKETING INITIATIVES IN EACH TOUR MARKET THROUGH DIRECT OVERSIGHT OF LOCAL PROMOTERS; SAW MARKED INCREASE IN OVERALL TICKET SALES AND REVENUE FROM PREVIOUS YEAR'S TOUR

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- **PUBLICIST, DAVID COPPERFIELD'S "THE MAGIC IS BACK" TOUR:** CREATED AND EXECUTED TOUR MEDIA CAMPAIGN FOR MAGICIAN DAVID COPPERFIELD'S 1995 "THE MAGIC IS BACK" TOUR, INCLUDING DEVELOPMENT OF PROMOTIONAL MATERIALS AND SUPPORT FOR LOCAL PROMOTERS, LEADING TO CONSISTENTLY SOLD-OUT DATES AND HIGH REVENUES FOR THE TOUR

SKILLS / ASSETS:

- EXTENSIVE EXPERIENCE WITH CREATING, DEVELOPING AND IMPLEMENTING STRATEGIC INITIATIVES, INCLUDING PROPOSAL AND DEAL DRAFTING, BUDGET DEVELOPMENT, CULTIVATING THIRD PARTY RELATIONSHIPS AND LONG-TERM RELATIONSHIP MANAGEMENT
- PROVEN TRACK-RECORD WITH CRAFTING AND DISSEMINATING STRATEGIC MESSAGES ON BEHALF OF INDIVIDUALS AND CORPORATIONS, INCLUDING WRITING, SPEECHWRITING AND PUBLIC SPEAKING
- BACKGROUND IN DESIGNING AND PRODUCING CONTENT AND MARKETING STRATEGIES FOR TARGETED AUDIENCES
- HEAVY KNOWLEDGE OF COMPUTERS AND SOFTWARE, INCLUDING IN-DEPTH EXPERIENCE WITH QUARKXPRESS, ADOBE PHOTOSHOP, MICROSOFT WORD, EXCEL, FILEMAKER PRO AND HTML
- BROAD UNDERSTANDING OF MASS COMMUNICATION PRINCIPLES, INCLUDING THE COORDINATED USE OF MULTIPLE MEDIA CHANNELS TO REACH AND INFLUENCE DIVERSE AUDIENCES
- SEASONED MANAGER OF SMALL TEAMS/DEPARTMENTS AND LARGE GROUPS

PROFESSIONAL ASSOCIATIONS / MEMBERSHIPS:

- **NATIONAL ACADEMY OF RECORDING ARTS & SCIENCES (LOS ANGELES CHAPTER)**
MEMBER SINCE 1995, WITH ACTIVE INVOLVEMENT IN THE ORGANIZATION
- VOLUNTEER STAFF MEMBER FOR NATIONAL **GRAMMY IN THE SCHOOLS** CAREER DAY EVENTS, 1998-2005

• *REFERENCES AVAILABLE UPON REQUEST* •