

KEVIN M. CURTAIN

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I am a results-driven and enthusiastic leader seeking a position within entertainment, marketing and business development. I have over 15 years of experience in leading and managing top brands while providing the highest level of customer service worldwide. My business and marketing experience spreads across the music entertainment, health and wellness, automotive, and telecom industries. I am interested in a position that will help me maintain my strong marketing, written & verbal communication, leadership and problem-solving skills leading to the success of a company.

HIGHLIGHTED SUMMARY OF EXPERIENCE

Adobe	Android	Brand Management
Consumer Experience	Contract Negotiation	iOS
Marketing	Microsoft Office Suite 2016	Project Leadership
Relationship Building	Sales	Social Media
Strategic Partnerships	Training and Mentoring	Windows

EXPERIENCE

G&R Connex | Farmington Hills, MI August 2017 – Present
Narrator/ Product Specialist – Ford Motor Company

- U.S. Field Associate representing The Ford Motor Company for Nationwide Auto Shows and Special Events. As part of the G&R Experiential Services team, I am responsible for delivering engaging customer experiences and outstanding brand representation on behalf of our client. These experiences included vehicle narrations, consumer Q&A POC and interactive activation production.

Library of Congress | Washington, D.C September 2017 - February 2018
Copyright Registration Specialist/ Examiner

- Examined and Analyzed Copyright Claims in Original Works of Authorship in accordance to the formal requirements of Copyright Law and U.S. Copyright Office Regulations and Practices to approve or deny Federal Copyright protection through the creation of public records and the issuance of certificates of registration.
- Communicated Information about Copyright Claims and Copyright Principles to claimants, management and internal staff through efficient and thorough written and verbal correspondence.
- Organized and maintained complex and dynamic Pending Claims Workload utilizing the Copyright Office's electronic registration system software.

DEMO ENTERTAINMENT GROUP, LLC. | Pembroke Pine, FL September 2004 – Present
Vice President of Business Affairs

Responsible for oversight and development of various departments to include: Business Development, Artist Development, Advertising, Marketing, Sales, Touring and Booking. Activities include:

- Assisting in oversight and administration of contractual agreements for all major business deals.
- Maintaining proficient knowledge of Entertainment industry trends and technology.
- Utilizing ability to identify, analyze and resolve problems in regards to the creation of policy decisions for company activities, corporate standards and risk tolerance.

- Researching, evaluating, and presenting potential business development opportunities to provide consistent financial resolution and brand growth opportunities.
- Event planning, management and production.

Key Accomplishments

- Company received song writing & performance credit on a Grammy Awarded Album – 2008.
- Assisted in creation of company's overall business plan, logo, branding and strategy.
- Assisted in creation of company divisions to include: Demo Management & Consulting, www.soundchecksocial.com, and Demo Productions.

EQUINOX - LUXURY FITNESS & LIFESTYLE | New York, NY

April 2014 – June 2018

Front Desk Associate

Serving as the first and last point of contact for all current and potential members for all aspects of their membership and brand experience. Also serving as the liaison between all departments to include: Management, Membership Advisors, The Shop, Café, Maintenance, Facilities, Personal Training, Spa, Pilates and Group Fitness.

Certified Personal Trainer

Oversaw all elements of customized wellness programs to include health, fitness, and nutrition to maximize a client's lifestyle goals through the use of Google Sheets, the Functional Movement Screening System Tool, InBody Body Metric Measurement Tool. Provide proper supervision, guidance, and consistent motivation to achieve agreed upon goals. Entrusted with increasing levels of responsibility, proactively shaping the position by seeking new opportunities to add value.

Membership Advisor/Brand Ambassador

Served as a front line business driver for the Equinox brand in the New York market to maximize results and create positive company growth. Ensured the alignment between the organizational mission and marketing strategy at the club level. Worked closely with personal trainers to identify new recruiting strategies and conducted think takes around increased member retention. Also communicated with staff, current members and potential members daily; verbally as well as in writing to ensure clear and concise correspondence. This allowed consistent success in achieving daily, weekly and monthly Key Performance Indicators (KPI's) tracked daily through the use of the Sales Force Management Application System Tool.

MW ENTERTAINMENT GROUP | New York, NY

July 2011 – January 2014

Talent Manager

Responsible for all aspects of talent management for the MWEG client roster which included: Village People, Greg Louganis and more in the world of music entertainment and Broadway performance. Activities included: marketing, digital marketing, tour management, social media management, budgeting, accounting, merchandising, contract review and website maintenance & development.

Key Accomplishments:

- Co- Produced & Coordinated the 10 Show Village People "Raw, Hot & Live" 35th Anniversary of Worldwide Touring series in Las Vegas, NV in November 2011.
- Responsible for tour merchandising and the training of other staff in tracking, budgeting and income reporting utilizing a self-developed tool.

Business Manager

Responsible for all aspects of management for a world renowned music group. Activities included:

- **Office Management:** Managed daily operations of company's New York City office by organizing office operations & procedures, controlling written correspondence with talent and 3rd party entities, designing filing systems and identifying opportunities for increased efficiency and communication. Also implemented the office systems, created the design layout and coordinated equipment and supply procurement.

- **Digital Marketing & Promotion:** Developed and implemented marketing campaigns in order to increase brand awareness through use of social media, merchandise design and consumer contests.
 - Social Media – Created, Developed and Maintained group website as well as all social media accounts to include: Facebook, Instagram, Twitter, Tumblr and About.me.
- **Accounting & Finance:** Responsible for efficient management of company's financial and accounting activities. Consistently analyzed financial data to be proactive in increasing income and reducing expenses. Duties included the maintenance & reconciliation of multiple bank accounts through the use of QuickBooks; Payroll distribution; Check disbursement; Domestic and Foreign Tax Preparation; and maintenance of company cash flow chart to predict future income and expenses.
- **Tour Management:** Served as liaison between our Exclusive Booking Agent, Concert Promoters and Road Management to advance over 60 domestic and International tours.
 - Travel – Coordinated all air travel, ground travel & hotel arrangements for each live performance. Also researched and prepared working visas for all applicable international performances. Working with a varied amount of written information, procedures, instructions and regulation needed for safe and allowable foreign access and travel.
 - Booking - Served as main point of contact for our exclusive Booking Agent, other major agents as well as other independent buyers.
 - Contract Review – Reviewed, analyzed and negotiated points on behalf of Artists for all performance contracts.
 - Merchandise – Developed and sold group merchandise for major tours. Also coordinated international merchandise distribution for fans and various charities.
 - Healthcare – Served as administrator for group healthcare plan. Also responsible for analyzing group benefit options to ensure coverage overseas.
 - Rehearsal – Responsible for booking rehearsal space and coordinating show rehearsal dates.
 - Casting - Responsible for coordinating the process of selecting potential subs for existing group members including auditions, rehearsals and contract execution.
 - Public Relations: Served as liaison to media for all interview requests as well as in person contact for any NY based appearances. Also responsible for creation and distribution of digital and print promotional materials to increase buyer awareness.
- **Legal Affairs:** Performed a quality assurance and review of all documents both internal and client facing. Advised and helped to write policy on legal documents and agreements such as: Shareholders, Booking, Substitute Performer, Licensing, Record Label & Media. Also responsible for identifying and resolving any contractual issues internally or with any 3rd party affiliates.

VERIZON WIRELESS

September 2003 – June 2011

Retail Sales Supervisor: Miami, FL | Washington, D.C. | Baltimore, MD | New York Metro

Served as the primary customer liaison between customers and retail employees at the store level. Facilitated sales presentations and the demonstration and selling of wireless service, equipment, and accessories based on written procedures and instructions. Developed, trained, and coached sales team to produce high performance to exceed quota and revenue objectives.

- Responsible for managing daily sales results and activities to maximize sales opportunities, customer retention, and operational compliance.

Key Accomplishments

- #1 in Customer Retention “Protecting Our Base” scoring for Washington, Baltimore, Virginia Regions
- Received 90% in company operational compliance audit
- Consistent high percentage in merchandising compliance audits
- Consistent low variation in monthly inventory audits

EDUCATION

Master of Music, Music Business and Entertainment Industries

University of Miami
Coral Gables, Florida

Bachelor of Science, Marketing

University of Maryland
College Park, MD

CERTIFICATIONS

Certified Personal Trainer

October 2015 – Present
National Council on Strength and Fitness

PROFESSIONAL MEMBERSHIPS

National Association of Recording Industry Professionals

January 2013 – Present, New York Metro

Kappa Alpha Psi Fraternity, Inc.

January 2008 – Present Sandy Spring Alumni Chapter, College Park, MD
April 1999 – Present, University of Maryland, Theta Theta Chapter, College Park, MD