**[Social](https://www.postjobfree.com/resume/acuf2g/no-title-larchmont-ny)** Media Marketing Specialist

**Location:**Larchmont, NY

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**Resume:**

MICHAEL A. ARZT

(914) 572-6416 Michael\_Arzt@yahoo.com linkedin.com/in/MichaelArzt New York Metro Area

INTEGRATED MARKETING & BUSINESS DEVELOPMENT LEADER

Entertainment Content Strategy Partnerships

General Management Sales Strategy Consumer Brands and Products Experiential and Events Traditional and Digital/Emerging Media

Sponsorship Social Media and Communities Public Relations Licensing Music Sports Gaming & eSports Influencer Marketing

Millennial and Youth Marketing Retail Programs International Markets Start-Ups and Turnarounds P & L Oversight

Accomplished and Passionate Marketer and Strategic Business Leader who loves building valued companies, deals and teams.

Expert at partnership-driven content/experiential marketing strategies that generate revenue and delight & motivate customers.

Builder of creative and high-achieving brands, campaigns and departments in both established and entrepreneurial settings.

PROFESSIONAL EXPERIENCE:

START-MENU GROUP (dba/MAA MARKETING INC.); New York, NY

Head of Marketing, Strategy and Development 2008 2010, 2015

Present

Mar-Com planning and content marketing strategies, brand activation, integrated marketing, sales/business development, general

management and cost-cutting expertise for consumer brands, technology products, agencies and entertainment properties. Full and part-time

assignments include:

Hitbox Entertainment: Marketing strategy and mar-com planning for the highest quality global videogame live-streaming service for

broadcasters and eSports enthusiasts with the most-advanced chat and interactive platform.

2015 Triumph Games: eSports and game brands integration lead for new multi-sport competition event and programming featuring

elite handicapped athletes from the U.S. armed forces; airing on Comcast and CBS Sports Network.

Real Time Content, Inc. (British Telecom): Vice President, Sales of interactive video content technology and marketing solutions to

leading brands, agencies, media owners, publishers and B2B service channels.

NTN Buzztime, Inc.: Led trade and consumer marketing for North America's largest network of wireless interactive entertainment and

games screens, located in restaurants, bars, nightclubs and entertainment centers.

Electronic Gaming Hall of Fame Museum and IGX Interactive Game Tours: Business development and strategy for Las Vegas

attraction. Customized brand solutions for national video game promotional touring properties.

TURTLE BEACH CORPORATION; New York, NY

Vice President, Marketing and Business Development 2010 2015 (5.7

years)

Established and oversaw lifestyle audio electronics company's marketing department and partnership strategies; built team, installed

operating processes; selected and managed agencies for creative, advertising, media, PR, product placement and event marketing.

Grew brand from small category innovator and creator to >$220 Million dominant market leader with >52% share in first

three years; Turtle Beach is now the #1 video game lifestyle accessory brand and leader in gaming headsets for consoles, PC and

mobile.

Developed profitable and innovative channel marketing programs, including 80% sales lift via placement of custom-built

interactive demo kiosks now installed in over 19,000 global store locations, including: Best Buy, Wal-Mart, GameStop, Game UK,

Toys R Us, Target, Saturn, Tesco and other top domestic and international retailers.

Revamped digital team and web strategy, leading to 300% web store growth and direct sales of >$14 million in 2014, attributable

to new and improved user experience, standalone mobile site, advertising and improved channel support for Amazon, New Egg and

other e-commerce partners.

Implemented content, partnership and community-driven, lifestyle marketing, PR and social media strategies leading to more

than 300% growth of social and earned-media footprint by utilizing viral and influencer experiences to position products and brand

as essential lifestyle tools and committed partner to videogame and eSports enthusiasts.

Created high-profile co-marketing and licensed product partnerships with top hardware makers, AAA games, premier

entertainment franchises and consumer brands, including: Activision Blizzard (Call of Duty, Destiny, Heroes of the Storm),

Microsoft Xbox (Halo, Gears of War, etc.), Sony PlayStation, Electronic Arts (Titanfall, Need for Speed, Madden), Lucasfilm (Star

Wars), Marvel (Avengers, Iron Man), Warner Bros./DC (Batman, Godzilla, Mad Max), PepsiCo (Mountain Dew/Doritos), Dr. Pepper,

Samsung, Intel, NVidia, Nintendo, Twitch TV, Take Two Games (Rockstar, 2K), Ubisoft, Major League Gaming and others.

Grew domestic and international marketing initiatives, including standardized packaging and sales materials, digital asset kits and

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media, brand and product campaigns, influencer marketing programs, trade and consumer events through EMEA and APAC.

Drove B2C/consumer and B2B/trade strategies, utilizing live events, viral video, online education, social media and promotions.

Hired, developed and supervised marketing team of up to 12.

SAMSUNG ELECTRONICS WORLD CYBER GAMES; New York, NY; Seoul, Korea

Senior Vice President and General Manager 2006 2008 (3

Years)

Established US headquarters for "Olympics of Gaming" pioneering eSports franchise. Built property and integrated marketing platform

from the ground-up; featuring live and online competitions and media content, branded promotions, viral campaigns, etc.

Sold $8M+ in new sponsorships and digital media sales in 3-year period, highlighted by multi-year, multi-million dollar global and

domestic partnerships with Samsung, Microsoft Xbox and Windows, Philips Electronics, Circuit City, Electronic Arts, Intel and others.

Built broadcast TV and digital media content partnership with MTV Networks seen by 12 million TV and online viewers; Global,

regional, national and local events; TV broadcasts, YouTube channels, retail mobile tour and more;

Generated >200 Million media impressions via integrated online and offline retail marketing, PR and branding campaign with

CircuitCity.com, Spike.com, MTV.com and GameTrailers.com, MajorLeagueGaming.com and GotFrag.com.

Experienced media spokesperson with numerous articles, TV appearances and speaking engagements.

Oversaw all company operations; including P&L, sales, media, partner integrations, TV and event production, public relations, 6-person

staff, agencies and PR relationships.

LIVE NATION ENTERTAINMENT; New York, NY

Vice President, Alliances / VP, National Sales and Marketing 2003 2005 (3

Years)

Created and sold custom consumer-targeted music, sports and entertainment properties and marketing partnerships, traditional and new

media assets, customized branding and licensing programs. Top individual new sales performer by revenue in 2005.

Sold $6M+ in new branded sponsorship and integrated media sales to Fortune 500 brands and leading ad agencies.

Sold $4M+ major music and entertainment partnerships, including: Time Warner "Download Festival" featuring The Killers and

Modest Mouse, Bank One Sony Card with John Mayer concert in Bryant Park, 20th Century Fox Supercross Launch.

Conceived and marketed property and sold $1M+ in sponsorships for first-year of new "Kumho Tire Street Warriorz" branded youth car

culture touring event property that ran for 3+ years.

Business development for NBC Sports Mountain Dew Action Sports Tour partnership opportunity.

GRAVITY GAMES, LLC; New York, NY

Octagon Sports Marketing / NBC Sports / PRIMEDIA, Inc. (JV)

Vice President, Head of Sponsorships and Media Sales / Director, Sales and Marketing 1999 2003 (5

Years)

Top individual sales person and leader of integrated sponsorship and media sales teams for NBC Sports' action sports property; cross-

platform business venture and lifestyle event brand comprised of network TV, print, digital and offline promotions and licensed consumer

products. Member of founding core management team, with critical input on creation, development and marketing of event, brand.

Sold $13M+ in sponsorships, broadcast, print, digital media and global product licensing programs in 4.5-year period; clients

included: Lee Dungarees, Best Buy, Philips Norelco, Microsoft Xbox, Kraft, Sony, Clearasil, LEGO, Mongoose/GT/Schwinn, FHM,

Salomon, MGM Studios, New Line Cinema, Kellogg, MCI/1-800-Collect, Scholastic Books and more.

Oversaw hybrid in-house and external sales teams of up to 19 sales and marketing staff yielding $3M+ in additional revenue.

ADDITIONAL EXPERIENCE:

3 SIXTY STORES, INC. (CONWAY CORPORATION): Marketing and Merchandise Manager; New York, NY

PRINCETON SKI & SNOWBOARD SHOPS, INC.: Manager Advertising, Promotions and Events; New York, NY

EDUCATION:

PACE UNIVERSITY SCHOOL OF LAW, White Plains, NY - Earned 50 credits towards J.D.

SKIDMORE COLLEGE, Saratoga Springs, NY - B.A., English, Art Minor

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