

Larry DeVincenzi

SUMMARY OF QUALIFICATIONS

Media communications professional providing extensive knowledge and experience in brand strategy, advertising, social media, media production and distribution. Proven brand development, media communications, and online marketing strategies through integrated metrics. Strong interpersonal and communication skills. Proven understanding of outbound and inbound marketing principles, including budget development and management. Efficiently develop and execute marketing campaigns. Advanced writing and editing skills. Award winning design and project management across multiple communication channels.

EXPERIENCE

RUM SUGAR LIME - Reno, NV 2017 - Present

Owner + Marketing Director

- Developed craft-cocktail brand in Midtown. Oversee all aspects of interior design, construction and operations.
- Design all communication processes including advertising, online media strategies, social media strategies and special events of many types.

LD Marketing & Advertising - Reno, NV 2017 - Present

Brand Strategist + Marketing Consultant

- Created successful brand campaigns for a wide variety of prestigious local, regional and national clients including Sierra Neurosurgery Group, POOL/PACT, and EDAWN to name a few.
- Manage and coordinate all communication processes including advertising, online media strategies, social media strategies and community events of many types.

BLG Agency - Reno, NV 2012 - 2017

Brand Strategist + Marketing Partner

- Launched partnership-driven communications agency, growing to over \$500K in annual revenue within two years; without investment or seed capital.
- Created successful brand campaigns for a wide variety of prestigious local, regional and national clients including Artown, Hot August Nights, Nakoma Resort, Great Reno Balloon Race, and Art Spot Reno.
- Established and maintained ongoing strategic marketing planning, brand development and management, creative advertising services, media planning, production and customer relationship management measurement systems.

SmartBrand LLC - Reno + Las Vegas, NV 2006 - 2012

Managing Partner

- Created successful brand platforms and projects for Fortune 500 and internationally recognized companies such as the Grand Sierra Resort, The Montage, Aladdin Hotel Casino Resort, Bally's Resorts, Caesars Palace / Tahoe, Discovery Channel, ESPN, NBC, Harrah's, The Palms Las Vegas, MGM Grand Hotel, Porsche Cars North America, Southwest Airlines and the Universities of Nevada in both Reno and Las Vegas.
- Recognized with numerous national, regional and local awards for excellence and effectiveness including Addy's, Telly's and Communication Arts design awards.

Sierra Arts Foundation - Reno, NV 2004 - 2006

Development + Marketing Director

Created donor development program and capital campaign through establishing endowment. Strategic marketing and advertising campaigns for non-profit through Board of Director approval. Implemented brand management initiatives and program procedures for

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year-round funding initiatives. Designed and implemented updated print advertising, organizational collateral and web based giving initiatives.

- Strategically implemented updated brand communications via first-ever comprehensive marketing/public relations plan.
- Developed revised membership, leadership and corporate donor levels and benefit tracking systems.
- Revitalized organizational website and publication, increasing advertising sales and expanded distribution.
- Managed numerous successful special events, volunteer development programs and marketing campaigns.

United Way of Northern Nevada and the Sierra - Reno, NV

2002 - 2004

Marketing Director

Established revitalized strategic marketing and advertising campaigns for non-profit through Board of Director approval. Implemented brand management initiatives and program procedures for year-round funding initiatives. Strategized, designed, and implemented print advertising, broadcast film and television campaigns, and interactive media.

- Garnered unanimous consensus from Board of Directors, Executive Management and staff for revitalized and redesigned marketing programs and processes with extremely positive measurable results.
- Implemented numerous training modules/presentations for both external and internal communications for staff and media.

Oasis Media - Reno, Nevada

1988 - 1999

Chief Executive Officer / Founder

Founded Northern Nevada's premier editorial and finishing company serving film, broadcast and Internet clients. Oversaw all business and creative aspects of company including building client base; recruiting, training and managing an eleven-member staff; budgeting and finance; project management; client relationship management and new business development.

- Developed and managed sales in excess of \$1.6M a year for prominent companies including Caesars Palace, Cox Communications, Discovery Communications, Inc., Embassy Suites, Hilton Corporation, MTV Sports, Nevada Commission on Tourism, Saatchi & Saatchi, Southwest Airlines, and AT&T Media Services.
- Honored as "Advertising Person of the Year 1994" by Reno Ad Club .
- Received 38 American Advertising "Addys", four National "Tellys" for excellence and 6 Las Vegas Electronic Media Awards (EMAs).

COMMUNITY AFFILIATIONS

Reno Playa Art Project	2014 - 2018
American Marketing Association of Northern Nevada (AMA) Board of Directors	2002 - 2009
Advertising Association of Northern Nevada (A2N2) Board of Directors	1996 - 2004

EDUCATION

University of San Francisco - San Francisco, California
Bachelor of Arts; Communications, Marketing Minor

SOCIAL MEDIA

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