

MARGARERITA C. DRGOS

DIGITAL MARKETING & BRAND COMMUNICATIONS LEADER & CONSULTANT

Sarasota, FL • (916) 664-1073 • margodrgos@icloud.com • linkedin.com/in/margodrgos/

PROFESSIONAL SUMMARY

- Brand marketing, communications, and business development leader leveraging 15+ years of expertise in public relations, sales, marketing, brand management, creative design, and media production to drive impact in a leadership or consulting role in the entertainment, travel, hospitality, e-commerce, and Web3 sectors.
- Proven track record using entrepreneurship, analytics, problem-solving skills, and cross-functional relationship-building capabilities to launch and scale new products, brands, B2B, retail, and wholesale sales/marketing campaigns and organizations from the ground up, while managing P&L, operational budgets, and KPIs.
- Extensive experience utilizing leading-edge digital marketing tools and data analytics to execute targeted, effective marketing campaigns and compelling content across digital and social media channels while continuously optimizing campaigns to exceed performance metrics and enhance brand life cycle.

AREAS OF EXPERTISE

• Organizational Leadership	• Digital & Social Media Marketing	• Strategic Partnerships & Alliances
• Strategic Planning & Direction	• C-Suite & Executive Relations	• Client Relations / Customer Service
• Public Relations / Media Strategy	• Consulting & Advisory Services	• Retail & Wholesale Sales
• Brand Marketing / Management	• Project & Program Management	• Fundraising & Social Activism
• Business Development	• Event Planning / Management	• Integrated Media Campaigns
• Sales & Marketing Operations	• Content Creation & Production	• People & Team Leadership

CAREER HIGHLIGHTS

- Launched and grew 2 indie music companies** from inception (Zerbert Music and Lifestyle and Organic Entertainment) that provided consulting services while test-marketing new b2c products and distribution models.
- Worked with diverse **clients** at Zerbert Music and Lifestyle, including B2B agencies, independent record labels, lifestyle businesses (entertainment, food, hospitality, health, technology, finance, fashion, art, luxury travel), and social/political campaigns.
- Increased data impressions and campaign visibility by 700%** for clients at Zerbert Music and Lifestyle in addition to securing top-tier media placements for client campaigns.
- Won the **Hilton Grand Vacations Shining Star Award in 2018** in recognition of exceptional work performance and outstanding commitment to achieving corporate goals.

OTHER RELEVANT EXPERIENCE

ZERBERT MUSIC AND LIFESTYLE, Los Angeles, CA

Company Proprietor | Consultant

Nov 2012 to Present

- Founded and grew a company providing services in PR, media relations, digital and social media marketing, wholesale sales, content development, guerilla marketing, and independent booking to a diverse clientele.
- Led end-to-end client and campaign management efforts, including securing new business, developing budgets and proposals, creating and implementing campaigns, and monitoring and reporting on campaign metrics.
- Consulted clients on all aspects of campaign planning and execution, including creating all campaign collateral (such as press releases, bios, promotional material, brand copies, and scripts).
- Established a database of professional media and industry contacts across sectors, in addition to attending and representing clients at various conferences and tradeshows across the US.
- Boosted KPIs up to 700% successfully by developing and executing comprehensive brand awareness campaigns.
- Secured contracts for public relations, media relations (broadcast, traditional, digital), digital marketing, social media marketing, wholesale sales, content development, content production, content marketing, guerilla marketing, and independent booking.
- Oversaw clients and campaigns from start to finish, including soliciting new business, building budgets and proposals, implementing campaigns, and delivering campaign metrics.

○ **Clients:** Light Organ Records, Viva DeConcini, Team Clermont, Best of Kashmir Clothing, Style, MTA Festival, California National Party, Flagship Brewery, Black Panda PR, September Gurl Music, Worldwide Management, Zip Records, 27 Productions, Stephen Klein Management, Wild Arctic Studios, Tsurumi Records, Gorgeous PR, Melmac Records, Sojourn Records, Sales Experts, HCI Marketing Kiki Network, The Musebox

- **Data and Content Management Tools:** MS Office, Google Suite, Cision, and MuckRack, WordPress, Hootsuite, Hubspot, Mailchimp, Constant Contact, SendServe, Asana.

PRODUCTIONS PLUS, INC., Los Angeles & Orlando

Brand Ambassador 2019 to Present

- Managed brand activations and retail promotions for Sebamed skincare line and Nespresso coffeemakers at Costco and Bed, Bath & Beyonds in Southern California.
- Participated in Google Cloud's SKO at Disney's Coronado Springs March 2024.

GC MARKETING SERVICES, New York, NY

Brand Ambassador

Jun 2007 to Jun 2010

- Launched and managed in-store retail promotions and marketing campaigns for numerous Fortune 500 brands (Coty, Nabisco, and Tassimo) at box stores such as Rite-Aid, Macy's, and Walgreens.
- Supported and contributed to live team events and promotions at Mercedes-Benz Fashion Week in Bryant Park, NYC and the US Open at Shea Stadium in Queens, NYC.

OTHER RELEVANT EXPERIENCE

DCM, INC., New York, NY

Professional Fundraiser (Part-Time)

Feb 2019 to Feb 2021

- Facilitated fundraising events and drove brand awareness, customer acquisitions, and patron sales for the Detroit Symphony Orchestra and San Diego Repertory Theatre.

HILTON GRAND VACATIONS - HILTON WORLDWIDE, Las Vegas, NV

Vacation Counselor

Oct 2017 to Oct 2018

- Developed, marketed, and sold promotional offers to Hilton customers that provided detailed information on vacation ownership programs and the resort business of Hilton Worldwide.

DONOR SERVICES GROUP, LLC, Los Angeles, CA

Professional Fundraiser (Part-Time)

Nov 2016 to Jun 2017

- Raised funds for leading non-profit organizations such as ACLU, Planned Parenthood, NRDC, Earthjustice, Amnesty International, Moveon.Org, Emily's List, and ASPCA while establishing and maintaining robust relationships with donors.

TELEFUND, Los Angeles, CA (Part-Time)

Professional Fundraiser

Jun 2010 to Nov 2011

- Raised funds for leading international non-profit organizations such as Natural Resources Defense Council, California State Parks, Obama for America, Amnesty International, AMFAR, NARAL - Pro-Choice America, and Americans for Responsible Solutions.

ORGANIC ENTERTAINMENT, INC., New York, NY

Company Proprietor | Principal

Jun 2005 to Nov 2012

- Founded and established a record label services company providing digital distribution, club and festival booking, and licensing services for mid-sized record labels and management companies.
- Marketed at festivals such as SXSW, CMJ, and smaller regional festivals, in addition to implementing PR, digital marketing, and promotions campaigns for new record releases.
- Created and delivered innovative campaigns while managing communications with ~400 college radio stations across North America for new product launches.
 - **Selected clients:** Wildflower Records, The Saints, Tsurumi Records, Heroine Sheiks, Matt Keating, Natalie Walker, The Majestic Twelve, Ali Eskandarian, Sky Cries Mary, Gorgeous PR, Sojourn Records, One-Eyed Doll, Billy Harvey.

ADDITIONAL EXPERIENCE

Vice-President - Media Relations • PORTER, LEVAY & ROSE, INC., New York, NY

Account Executive • ADINFINITUM, New York, NY

Account Executive • DANIELIDES COMMUNICATIONS, INC., New York, NY

EDUCATION

Bachelor of Arts (BA) in Mass Communication and Public Relations • Towson University • Towson, MD