PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***SkyWire***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***x***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Shahab Zargari***		**Key Personnel: (Yes/No)**	***yes***
Individual's Title:	***VP of Marketing***			
# of Years in Classification:	***1***	**# of Years with Firm:**		***6***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Experience includes:

- Designing and implementing the annual marketing plan by translating the business goals and strategies into brand portfolio objectives and marketing strategies.
- Planning and administering the marketing operations budget.
- Negotiating with contractors to secure agreements that are beneficial to the company when developing promotional materials, and delivering these materials using a range of mediums (television, radio, print, and online).
- As a member of the business development team collaborating with key managers on strategic planning by way of developing client presentations, contests, promotions, and other offers as well as developing and implementing client contact and prospecting systems.
- Social Media Management.
- Web development and design.
- Video filming and editing.
- Handle social media management for clients opted into the program.
- Manage creative team for web, mobile, and online advertising for all clients.
- Graphic design.
- Consult clients and formulate marketing plans and branding efforts for their businesses.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Moving from California to Nevada in 2008, I plunged into Tourism immediately. At first working at the Hilton Resorts near the strip and then with MGM/Mirage for advertising, and the Thomas and Mack Center for campaign ideas and event photography once I began working in the advertising side of things. Most recently at SkyWire I have been responsible for developing marketing campaigns for hospitality and tourism companies across the nation.

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

University of California, Irvine 1996 – 2000
Bachelor of Arts in Sociology
Minor in Education

- Coursework included sociology, psychology, humanities, science, statistics, marketing, education

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

2012

Silver Award from the Davey Awards: AZ Film Studios Blog – Websites – Branding – Shahab Zargari: Brand Manager

Silver Award from the Davey Awards: The Comeback Kid Luxor Commercial – Marketing Effectiveness – Film/Video/TV – Shahab Zargari: Executive Producer

Silver Award from the Davey Awards: Love Like Magic Music Video – Online Film and Video – Music Video – Shahab Zargari: Executive Producer

Silver Award from the Davey Awards: The Comeback Kid Luxor Commercial – Film and Video – Copywriting – Shahab Zargari: Executive Producer

Silver Award from the Davey Awards: The Comeback Kid Luxor Commercial – Film and Video – Videography/Cinematography – Shahab Zargari: Executive Producer

2013

Best Short from the Philip K Dick Science Fiction Film Festival : The Crystal Crypt – Best Philip K Dick-inspired Short – Shahab Zargari: Director

Silver Award from the Davey Awards: Assurance Advertising Blog – Content – Blog – Shahab Zargari: Writer, Contributor, Manager

Silver Award from the Davey Awards: Henderson Libraries Question 1, November 2012 – Online Advertising and Marketing – Not-For-Profit – Shahab Zargari: Executive Producer, Editor

AWARD of MERIT – LA Cinema Festival of Hollywood: OUT OF TIME short film – Shahab Zargari: Editor

2014

AWARD OF MERIT – LA Cinema Festival of Hollywood: The Crystal Crypt – Shahab Zargari: Director

BEST SCI FI FILM – IFS Film Festival: The Crystal Crypt – Shahab Zargari: Director

Silver Award from the Davey Awards: PepsiCo/ Beyonce SMS Campaign – Mobile Marketing– Events – Shahab Zargari: VP of Marketing

Silver Award from the Davey Awards: SkyWire rebrand – Websites – Branding – Shahab Zargari: VP of Marketing