

ERNEST M. SKINNER II

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TALENT & EVENT EXECUTIVE

SPIRITS, TECHNOLOGY & ENTERTAINMENT INDUSTRIES

STRATEGIC CROSS-PLATFORM BRAND IDENTITY & MARKETING CAMPAIGN DEVELOPMENT

PARTNERSHIP, LIFESTYLE, EVENT & EXPERIENTIAL MARKETING

BRAND INTEGRATION • PROJECT MANAGEMENT & EVENT PRODUCTION • BUDGET OVERSIGHT

CONTRACT NEGOTIATION • TALENT, SPONSORSHIP & CLIENT RELATIONSHIP MANAGEMENT • TEAM BUILDING

PROFILE

Motivated Talent & Event Executive with 15+ years of experience within the Music & Entertainment industries, extremely well connected with a network of 400+ contacts that includes the most recognized names in Spirits, Technology & Entertainment. Analytical big-picture thinker with specific expertise in the development of branded celebrity-driven special events that deliver key demographics, increase market share and drive revenue. Comprehensive understanding of campaign analysis, ROI reporting and the successful application of online marketing, social media and emerging consumer engagement techniques. Proven ability to produce entertainment-centric promotional programs that support retail sell-through and build brand energy and awareness. Inspirational leader with exceptional communication, presentation, contract negotiation and budget management skills, known for the effective coordination of multiple projects on concurrent deadlines.

PROFESSIONAL EXPERIENCE

ERNEST SKINNER HE KNOWS EVERYONE INC. | Los Angeles, CA

2000 - Present

As President/Talent and Event Producer, I oversee the creation and execution of top tier events. The duties entail creating processes and procedures for all events; negotiating talent deals for A level celebrities and C-Suite executives; strategy development; budget creation and management (ranging from \$250K to \$2.5M); supervising teams of five (5) to more than one hundred (100) people; vendor management; social media and conventional media strategy; event logistics. A short list of events I am responsible for are:

- Executive Producer – AIDS Healthcare Foundation Celebrates Icons of Dance at the Apollo Theater with Debbie Allen, Alvin Ailey American Dance Theater, Philadanco, Misty Copeland, Phylicia Rashad
- Producer – Robert F Kennedy Human Rights “Ripple of Hope Awards” with Barack Obama
- Producer – FARCRY 5 Launch Event
- Talent Lead – GQ Man of the Year Event – 2018
- Executive Producer - AIDS Healthcare Foundation World AIDS Day Event with Mariah Carey, DJ Khaled, Ne-Yo, Hosted by Laverne Cox and Mario Lopez (2017)
- Talent Lead - "Dick Clark's Rockin' New Year's Eve VIP Party 2018"
- Executive Producer - "RISE ABOVE" for the AIDS Healthcare Foundation with Goapele and Raheem DeVaughn 2017
- Executive Producer - Keep the Promise 2017 with Yolanda Adams and Erica Campbell
- Executive Producer – Keep the Promise 2016 with Harry Belafonte, Patti LaBelle, Common, JoJo, Espinoza Paz
- Talent Manager - Roots Grammy Jam 2016, 2015
- Executive Producer – Keep the Promise: Jam for a Cause with Dr. Cornel West & The Roots – 2016
- Executive Producer - Vote 2 End HIV Event with Patti LaBelle and Common 2015
- Event Producer - Comic Con 2015, 2014, 2013
- Director/Talent Manager for Keep it Clean: A Live Comedy Benefit with Robert Kennedy Jr., Sarah Silverman, Ray Romano 2018, 2017, 2016, 2015
- Talent Producer for Elton John's Annual Oscar Viewing Party 2018, 2017, 2016, 2015, 2014, 2013
- Los Angeles Food & Wine Festival 2018, 2017, 2016, 2015, 2014, 2013, 2012, 2011

- Talent Arrivals for Grammy's 2017, 2016, 2015, 2014, 2013, 2012, 2011, 2010, 2009, 2008, 2007, 2006
- Talent Arrivals Clive Davis Pre Grammy Celebration 2017, 2016, 2015, 2014, 2013, 2012, 2011, 2010
- Kobe Bryant Hand & Footprint Ceremony at Mann's Chinese Theatre
- Inaugural Gala for La Plaza de Cultures y Artes with Supervisor Gloria Molina and Eva Longoria
- HTC Status Launch Event @ Paramount Studios with Usher

NCOMPASS INTERNATIONAL | Los Angeles, CA**SENIOR DIRECTOR, TALENT & EVENTS**

2013 - 2015

Planned, executed and oversaw high profile events such as: the *BEST BUY SMALL APPLIANCE CELEBRITY CHEF PROGRAM* (D.C., Dallas, Denver, Miami, MN, NY) featuring celebrity chefs MIKE ISABELLA, PATRICK RUSSELL, MICHAEL SCHWARTZ, JAMIE MALONE, LENNY RUSSO and more, and the *CALL of DUTY: GHOST* launch event.

- **Created economies of scale for touring multimarket program** resulting in 34% cost savings versus projected costs.
- **Negotiated all talent deals for client events** including KANYE WEST, DEADMAUS, DEZ BRYANT, EMMITT SMITH, JOHN ELWAY and others.

BLACKBERRY / T-MOBILE | Los Angeles, CA**DIRECTOR, TALENT RELATIONS & EVENT MARKETING**

2008 – 2013

Spearheaded operations of 2 high-profile celebrity-driven events: the *BLACKBERRY LUXE CLUB POWERED BY T-MOBILE TOUR* (L.A., N.Y., Chicago, AZ, DC, S.F., Miami, Dallas, Las Vegas) featuring celebrity DJs SAMANTHA RONSON, NICK CANNON, DJ JAZZY JEFF, DAVE NAVARRO and more, and the *CONQUER THE COURT* basketball program with NBA legends RICK MAHORN, KENNY SMITH, DEREK HARPER and CLYDE FRAZIER.

- **Created comprehensive 360-degree activation and execution strategy** that repositioned Blackberry device as an all-access pass to exclusive brand- and celebrity-driven events and programming, **significantly raising brand profile among target demographics**.
- Produced innovative reward card program that successfully created an emotional attachment to the brand, driving customers back to website (**50% spikes in site traffic post-implementation**) and into retail stores (**nationwide program redemption rate currently at 40%**) in record numbers.
- Provided publicity support including talent interviews for web outlets and national press outlets.

OBAMA FOR AMERICA/OFFICE OF THE WHITE HOUSE | Los Angeles, CA**MEMBER, L.A. ADVANCE TEAM FOR PRESIDENT & VICE PRESIDENT**

2008 – 2012

As part of 3-member L.A. Advance Team, conducted comprehensive surveys of potential locations for all L.A. Presidential and Vice Presidential appearances, maintained close collaboration with U.S. Secret Service to assess and address all logistical, security and Presidential/Vice Presidential access concerns.

THE BRIAN MCKNIGHT SHOW | Los Angeles, CA**TALENT EXECUTIVE**

2009 – 2011

Recruited, hired and supervises 4-member talent booking staff, created and installed booking policies, systems and procedures for weekly late-night talk and entertainment program hosted by Grammy Award nominee Brian McKnight.

- **Booked 100+ top celebrity guests over the last 16 months**, including STEVIE WONDER, JUSTIN TIMBERLAKE, TONI BRAXTON, SMOKEY ROBINSON, PAULINA RUBIO, GUILIANA RANCIC, SETH GREEN, SPIKE LEE, KOBE BRYANT, DEREK JETER and CARMELO ANTHONY.
- Facilitated all press releases, talent and executive interviews and publicity shoots.
- Successfully negotiated all deal points for talent, and ensures all talent requirements were met.

DAVIE BROWN ENTERTAINMENT / OMNICOM GROUP | Los Angeles, CA**SENIOR MANAGER, TALENT RELATIONS & SPECIAL EVENTS**

2005 – 2008

Developed proposals for and oversaw the efficient production of 45+ large-scale events for such clients as SAUZA TEQUILA, PEPSI, AT&T and TIMBERLAND, delivering compelling, celebrity-driven events that engaged target demographics, increased market share and drove revenue. Managed \$200,000 to \$500,000 event budgets, delivering each project on time, 20% under budget, and to 100% client satisfaction.

- Created SAUZA TEQUILA's CINCO DE MAYO CELEBRATIONS featuring CARMEN ELECTRA and JEREMY PIVEN, SAUZA LIVE ALL SUMMER and SAUZA PRESENTS URB NEXT 100 LIVE L.A., NYC and AUSTIN premieres, **increasing SAUZA's market share by an average of 25% per event**.
- Oversaw execution of AT&T BLUE ROOM activation at BONNAROO and VEGOOSE music festivals and Dallas' AFI FILM FESTIVAL, **increasing awareness of entertainment portal by 75%**.

STRATEGIC GROUP | Los Angeles, CA**PROJECT MANAGER**

2003 – 2005

Defined strategy, managed \$50,000 - \$230,000 project budgets and oversaw execution of 70+ entertainment events for such world-class brands as COURVOISIER, ABSOLUT and TOMMY HILFIGER. Negotiated all deal points with venues, recruited, trained and directed 65+ spokesmodels and 130+-member event staffs and **delivered all programs on time, within budget**. Provided weekly ROI recaps for all brands, ensuring all project goals were met.

CBS/STAR SEARCH | Los Angeles, CA**TALENT PRODUCER**

2002 – 2003

Forged 45+ relationships with major labels, venues, managers and agents, booked performing artists, as well as **15+ celebrity judges** (including USHER, ALANIS MORISSETTE and JESSICA SIMPSON) for national TV show.

ED MCMAHON'S NEXT BIG STAR | Los Angeles, CA**TALENT PRODUCER**

2001 – 2003

Played key role in development and establishment of booking policies for new national talent search program. Directed 3-member staff, **booked 30+ celebrity appearances in 14 months' time**.

PRIOR RELEVANT EXPERIENCE**MTV MUSIC & TALENT PRODUCER | MTV NETWORKS | Los Angeles, CA | 1999 – 2001**

Booked 12 musicians and celebrities per week for all L.A.-based MTV programs, including *MTV MOVIE AWARDS*, *MTV BEACH HOUSE* and *MAKING THE VIDEO*. Coordinated on-site scheduling, ground transportation and talent management.

JR. AGENT / PERSONAL APPEARANCES / COMEDY | WILLIAM MORRIS AGENCY | Los Angeles, CA | 1997 – 1999

Booked 20 artists in secondary markets for renowned international talent agency, coordinated 200+ radio/press interviews per week. Issued/reviewed and finalized hundreds of contracts for national appearances during 19-month tenure.

TALENT COORDINATOR / SPRITE NITE | BLACK ENTERTAINMENT TELEVISION | Los Angeles, CA | 1996 – 1997

Confirmed arrangements for all performing talent, booked all interview talent (19 artists in 9-month time frame), liaised with Coordinating Producer to arrange talent transportation and accommodations, and hosted talent on site.

PROMOTIONS DIRECTOR / P.R. COORDINATOR | 93.9 WKYS RADIO | Washington, DC | 1993 – 1996

Supervised 6-member staff, planned and oversaw execution of 150+ on-site events and promotions, and directed all public relations efforts (wrote/disseminated 40+ press releases, hosted 100+ community service events, etc.).

EDUCATION

Bachelor of Business Arts, Finance, Howard University | Washington, DC