

Benjamin R. Londa

30-38 29th Street ■ Astoria, NY 11102 ■ (512) 680-5750 ■ ben@exitproductions.com

P R O F E S S I O N A L S U M M A R Y

Highly effective, customer-driven project coordinator with more than 5 years experience in: administration/operations, online and retail sales, marketing/promotions, project/event coordination, budgeting and finance, web design and maintenance, research and analysis, and customer service. Hard-working, energetic and a quick learner.

Specific strengths include:

- Exemplary relationship-building and interpersonal skills: highly responsive--and adaptive--to customer needs, both internally and externally.
- Excellent, focused project manager with outstanding organizational, multi-tasking and execution abilities. Strong attention to detail; consistently meets deadlines.
- Innovative, solutions-oriented approach to problem solving; unique ability to anticipate, understand and creatively solve business and marketing challenges.
- Superb verbal and written communication skills; able to easily understand and articulate a vision or goal. Excels in idea generation.
- Team-oriented work style: adaptable and responsive to client's needs. Maintains a sense of humor when under stress.

W O R K E X P E R I E N C E

Assistant Artist Manager, Capital Sports & Entertainment, Austin, TX **2006**

CSE is a fully integrated sports and entertainment marketing and management firm dedicated to focusing talent, maximizing potential and creating legacies. Marquee clients include seven-time Tour de France champion Lance Armstrong, Grammy award winning artists Blues Traveler, Lollapalooza, Austin City Limits and the Austin City Limits Music Festival.

- Assisting management of CSE artists in the music division
- Maintained artists' online presence through consistent web updates and promotions
- Managed artists' tour itinerary through venue booking and day-to-day scheduling

General Manager, 2Blossoms Records & Media, Austin, TX **2005-2006**

2Blossoms is committed to bringing exciting, cutting edge art and entertainment directly to audiences via the Internet, retail stores, and any other outlets possible. The home of gold-record selling artist VAST, 2Blossoms is run by imaginative people creating art for imaginative audiences.

- Management of day to day business operations
- Overseeing of the online merchandise store, which generated \$50,000 in revenue in its first week of existence
- Making decisions regarding which products to carry
- Creating and implementing promotional contests to further the company's name and generate new revenue

Ticketing Manager / Web Development, Ballet Austin, Austin, TX **2003-2005**

Ballet Austin is a financially stable \$4 million organization, tours nationally and presents five productions each year. Due to strong fiscal management and a consistently balanced budget, Ballet Austin has earned a place among the top 25 non-profits in the area by the Austin Business Journal.

- Managing the sale and disbursement of season and single tickets
- Providing customer service to patrons, season ticket holders and \$1-10,000 donors
- Training and supervising sales assistants at Ballet Austin and performance venue box offices
- Maintaining and producing reports on single and season ticket sales
- Providing accurate accounting for all ticket monies, at times generating reports up to

- \$100,000
- Proficient in selling performing arts tickets through Star Tickets
- Regular maintenance and performance enhancement of company website located at www.balletaustin.org

Assistant Import Buyer, Waterloo Records, Austin, TX **2000-2003**

With a current annual revenue of more than \$6 million and revenue growth at an average of 8.5% a year, Waterloo is Austin's premiere independent record store, and one of the largest and most successful in America. A large emphasis on customer service and music knowledge is what keeps Waterloo consistently winning the Austin Chronicle Best Record Store award.

- Analyzed sales history of store inventory to determine which products from overseas to stock
- Researched music distributors to determine lowest wholesale price available
- Assisted customers with specialized requests to ensure customer satisfaction
- Assisted customers via telephone, enhancing telephone customer service skills
- Conceptualized and created "**Don't Quit Your Day Job**," a CD of musicians employed at Waterloo Records, with all proceeds going to benefit the L.I.N.K.S. Foundation

Founder and Owner, Exit Productions, Austin, TX **2000-present**

Exit Productions was founded in 2000 as an umbrella for like-minded writers, artists and musicians to distribute and promote their work. Exit Productions currently has an artist management division and publishing division, and is run by artists themselves.

Marketing and Management

- Created, coordinated, managed and promoted 2006 Exit Productions multi-media performance incorporating a book release party for an Exit Productions artist, a live musical performance from an Exit Productions artist and a theater performance from an affiliated theater troupe performing plays from said book (in progress – June 2006 performance date at G.W. Carver Center, Austin, TX)
- Created, coordinated and managed promotional contest with New West Records in Austin, TX to coincide with their 2002 release from Mark Eitzel, obtaining 300 contestants and furthering record sales
- Created, coordinated and managed a different promotional contest with Thirsty Ear Records in Norwalk, CT to coincide with their 2003 release from Mark Eitzel, obtaining numerous contestants and furthering record sales
- Organized and created 2002 Exit Productions South by Southwest showcase at Wooldridge Park, featuring five local Austin bands, obtaining sponsorship from Real Ale Brewing Company, and attended by over 400 people
- Previous and current manager of several bands, handling duties of booking, promotions and production

Web Design

- 8 years HTML programming experience
- Designer and maintainer of three websites – Exit Productions at www.exitproductions.com; American Music Club at www.americanmusicclub.net; Six Plays by Kevin Jones at www.sixplays.com

Performance

- Self-released four CDs, handling all writing, producing, design and marketing aspects: "**Dust**" (1997); "**Abrupt**" (1998); "**Incidental Bedroom**" (1999); "**The Way Out Is Through**" (2005)

Publishing

- Published three books of poetry, handling all writing, design and packaging: "**Exit I**" (1995); "**Exit II**" (1996); "**Exit III: Dust**" (1998)
- Produced and published **six plays by kevin jones** (2005), a collection of one act plays written by author Kevin Jones

E D U C A T I O N

SOUTHWESTERN UNIVERSITY, Georgetown, TX

Bachelor of Arts, December 1999
Philosophy

Major: Communications, Minor:

Relevant Coursework: Public Speaking, Interpersonal Communication, Group Communication, Mass Communication, Communication Theory

MEDIATECH INSTITUTE, Austin, TX

Business of Music class, Spring 2004

C O M P U T E R S K I L L S

- Windows and Macintosh operating systems
- Microsoft Office, Microsoft Works, Adobe Photoshop, Adobe Page Maker, Adobe Illustrator, Adobe InDesign, FileMaker Pro, Sound Forge, Sonar, Cakewalk, Session, Wave Station, Cool Edit Pro, HTML, Internet Explorer, Netscape, Eudora, Microsoft Outlook
- 70+ words per minute typing

R E L A T E D A C T I V I T I E S

- Local representative, Astralwerks Records, February 2001-October 2001
- Co-editor, Southwestern University Literary Magazine, 1997-1998.
- Published in various literary magazines, including the Southwestern University Literary Magazine and a book released by the National Library of Poetry.
- Performed and wrote for independent theater troupe at Southwestern, entitled "**Viva la Vulva,**" 1999
- President, Southwestern University Independent Films Guild, 1998-99