

Lew Perrotta

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Education

Eastern Michigan University - Business Education (BMMT) Teacher Certification – 2008

Schoolcraft College - Associates in Computer Graphics Technology – 2002

Wayne State University - Bachelors of Science in Business Administration – 1992

Teaching Experience

Wayne-Westland Schools / William D. Ford Academy

Jan. 2008 - Apr. 2008

Student Teacher

Instruction involved Excel 2005 and Career Development courses. Lessons taught used a variety of instructional mediums in a vocational setting. Created multiple hands-on lab assignments. Added focus with “special need” and special population students. Attended and participated regularly in staff and departmental meetings.

Plymouth-Canton Schools / 88.1 FM - WSDP

Sept. 2003 - Dec. 2007

Assistant Station Manager

Position involved training and supervising student staff of Salem High’s student-run radio station. All aspects of radio were explored and taught in a hands-on/vocational setting. Duties included acquiring and maintaining fundraising accounts, developing and executing promotions, maintaining marketing plans, copywriting, journalism, supervising and instructing students in studio production, on-air broadcasting, and departmental training.

Professional Experience

Beat Crazy DJ Entertainment

Jan. 2002 - Current

Owner & Operator

Founder of Beat Crazy DJ Entertainment targeting popular mobile music needs within Wayne & Oakland County. Operate and manage entire operation of business: sales, promotion, advertising, marketing, public relations, web design, web maintenance, and on-premise performances. Clients include facility managers and event planners within the Metro Detroit area. Beat-Crazy.com currently performs 60+ events annually.

Interactive Media Group

Jul. 1998 - Oct. 1999

Community Manager

Managed promotions and marketing of Telepersonals within the Metro Detroit and Northern Ohio markets. Planned and executed market-based events, created co-promotion and cross promotion with local businesses, negotiated promotions and ad schedules with print and radio, hired and trained trade show personnel, managed annual marketing budget, developed market analysis reports, and designed local marketing material. Averaged three special events per month. Increased weekly membership revenue 50-100% per week.

Holiday Inn-Laurel Park

Jan. 1995 - Jul. 1998

Marketing Director

Controlled all areas of advertising and promotion for the Holiday Inn and their in-house nightclub. Trained and supervised telemarketing staff, managed ad schedules and production for cable TV, radio, and print, produced marketing materials, maintained nightclub website, edited hotel newsletter, created press releases, coordinated on-premise promotions, developed and executed special events.

Skills & Interests

- 20 years of arts & entertainment experience
- Marketing, promotions, & graphic design background
- Guitarist & music collector since 1980