

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

Plymouth-Canton Schools / WSDP

Sept. 2003 - Dec. 2007

Assistant Station Manager

Position involves training and supervising the Salem high school student-run radio station. All aspects of radio are explored and taught to the student staff in a hands-on/vocational setting. Duties included acquiring and maintaining fundraising accounts, developing and executing promotions, maintaining marketing plans, supervising and assisting students in studio production, air talent training, office mechanics, and technical skills.

Professional Experience

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 local print and radio, hired and trained trade show personnel, managed annual marketing budget, developed market analysis reports and designed local marketing material. Produced 2-4 special events a month that increased weekly membership revenue 50-100% per week.

Holiday Inn-Laurel Park

Jan. 1995 - Jul. 1998

Marketing Director

Managed all areas of advertising and promotion for Holiday Inn and Tremors nightclub; trained and supervised telemarketing staff, managed ad schedules and production for cable TV, radio, and print, coordinated on-premise promotions, produced creative elements of all marketing material, maintained nightclub website, edited hotel newsletter & press releases, developed and executed special events.

The Avant-Carde

Mar. 1993 - Dec. 1995

Owner & Creator

Founder and visionary of Generation X lifestyle discount card-targeting Metro Detroit “twentysomethings”. Managed entire operation of business: sales, promotion, advertising, marketing, public relations and art directorship. Clients included 100+ core business within Detroit’s independently owned retail and nightlife market.

CHUM Radio / Radio Four

Sept. 1992 - Nov. 1994

Account Representative / Promotions Assistant

Produced new accounts and created custom sponsorship packages targeting three different Chum owned stations; 89X and CKLW AM/FM. Supervised off-premise promotions and performed promotional executions.

Skills & Interests

- Twenty years of Arts & Entertainment experience
- Proficient in Adobe and Word software applications
- Marketing & Graphic Design background
- Small Business Owner; Beat Crazy DJ Entertainment
- Guitarist and Music Collector since 1980