

# STEVEN J. GOLDBERG

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## Senior Level Public Relations/Communications Professional

- ◆ Accomplished marketing/public relations executive with diverse client background, experience and expertise
- ◆ Innovative and resourceful problem solver capable of finding unique and creative solutions for complex and basic issues
- ◆ Consensus building team leader
- ◆ Internationally published journalist in major media; imaginative result-oriented creative writer – articles, interviews, online blog and social media content

### PROFESSIONAL EXPERIENCE:

#### **Managing Director – SCS Media/Strategic Consulting Services** Charlotte, NC Current

Marketing, media and public relations consulting with a focus on brand building and strategic messaging. A brand journalist adept at finding, defining and telling/selling the stories that result in earned media coverage. Development of internal and external communications strategy, programs and campaigns; crises communication contingency plans for corporate structure as well as sponsored relationships and events. Research, writing and editing of effective marketing, advertising, advertorial, public relations, online and social media copy and content including press releases, ad copy, headlines, tag lines, phrasing, slogans, video scripts, blogs, posts and tweets. Creative collaboration with art directors and video production units. Media training and spokesperson services.

- ◆ Current/past PR Clients include: Sunrise Medical, Nike, FieldTurf, Roush Fenway Racing (Fastenal, 3M), Burger King, Hothouse Inc., Salt Lake Olympic/ Paralympic Organizing Committee, The Hartford, Mecklenburg County, BellSouth, Ruder & Finn PR, A&W Beverages, National Wheelchair Basketball Assn., bluCigs.com, Social Ad Manager

Contributing writer and editor to global, national, regional, and local magazines, newspapers, wire services, online media and television for editorial content including feature articles, interviews, profiles, columns, reporting, fact-checking,

- ◆ Current/past Media Clients: *Time Magazine, USA Today, UPI, New York Magazine, New York Times, New York Daily News, Newsday, Business North Carolina, Sports Business Journal, TNT, ESPN, Reuters, Atlanta Journal-Constitution, San Francisco Chronicle, Chicago Tribune, Seattle Times, American Way, Playboy, Charlotte Magazine, FIBA.com, USTA.com, The Olympian, IOC Review, Indianapolis Star, St. Louis Globe, Charlotte Observer, Raleigh News & Observer, Gaston Gazette/Carolina Sports Weekly, USA Basketball, Active Living, Textile World, etc.*

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#### **Chief Press Officer – 1996 Atlanta Paralympic Organizing Committee** Atlanta, Georgia December 1995-December 1996

Planned and implemented internal and external media information and operation plans for 1996 Paralympic Games and worldwide coverage from Atlanta by over 2,000 international and domestic journalists. Managed all communications functions as pertaining to the sports competitions, including developing and implementing media strategies leading up to and through the games, media accreditation, information preparation and distribution, training of press center/venue media staff and volunteers, and responsibility for event media operations (in coordination Press Operations).

- ◆ Supervised internal staff and over 250 volunteers, main and 14 venue press centers.
- ◆ Wrote policies and procedures for press operations and communications program.
- ◆ Official spokesperson for organization and media buffer for APOC executives. Managed media in all high interest/crisis situations.

**Vice President, Marketing & Corporate Communications – *Three Trees Entertainment, Inc.***

New York, NY 1988-1995

Created, developed and implemented integrated and effective corporate image/sales promotion programs for major consumer product/service, entertainment industry and retail clients. Originated, researched and developed concepts, properties and scripts for feature films, television series and specials, and Internet media. High-level client contact and service. Strategic planning. Budget preparation and management. Writing and presentation of business plans, sales materials, promotional and merchandising programs, corporate reports, ad copy. Supervised PR, promotion agencies and sales staff, event management teams.

- ◆ Developed and implemented most successful watch & win promotion in syndicated TV history for Wheel of Fortune, raising ratings and generating over \$16 million in 3 weeks
- ◆ Clients included: Advanta, Prodigy Services, King World, Nissan, MasterCard Travelers Cheques, Deer Park Water, Kmart, Columbia Pictures Television.

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**Advertising Promotion Manager – *Playboy Magazine*** New York, NY 1984-1986

Managed creation and implementation of all advertising related marketing and promotion initiatives for the magazine. Supervised staff of four and interfaced with all levels of magazine and advertiser/ agency management.

- ◆ Created first comprehensive sponsorship packages for Playboy Jazz Festival.
- ◆ Helped re-establish magazine to domestic auto industry through sponsorship of SCCA Showroom Stock Series.
- ◆ Established new long-term promotional initiatives to lock in key advertiser relationships.

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**Account Executive – *Ruder & Finn Public Relations*** New York, NY 1981-1984

Created and implemented public relations marketing programs for blue chip national and international clients. Researched, wrote and edited news releases, feature stories, video news scripts, speeches, ad copy and annual reports. Successfully developed media relationships and pitched client-based story ideas for national, regional and local print and broadcast media. Media trained executives and third party spokespersons.

- ◆ Established reputation in firm and among clients for uniquely creative and effective result-generating media releases.
- ◆ Clients included: Miller Brewing, Timex, Schenley Distributors (Dewars, Dickel), Carillon Distributors (Absolut, Grand Marnier), Jamaican Tourist Board, Levi's, Philip Morris, Glaxo Pharmaceutical.

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**Special Events Manager – *General Media, Inc.*** – New York, NY 1980-1981

Managed implementation of all advertising related marketing and promotion activities for company's national magazines. Created advertiser promotions. Wrote ad copy for trades. Directed vendor relationships, inter-departmental coordination, spokespersons and site selection. Supervised racing relationships with Arrows F1 and Momo IMSA teams, and race tracks for domestic events.

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**Asst. to Marketing Director – *Atlanta Chiefs Pro Soccer*** (NASL) Atlanta, GA 1978-80

Managed all out of state group sales efforts. Assisted marketing director with advertising and promotion plans. Wrote advertising copy and ticket sales materials. Coordinated player appearances and clinics.

- ◆ Increased out of state ticketing revenue by 250% year to year

**EDUCATION:** **B.B.A. – University of Georgia, Terry School of Business** in Marketing and International Business 1980

**Georgia State University-** Additional Studies in International Business

**HONORS/  
SERVICE:**

**Charlotte International Cabinet** – Board of Directors, 2006-2013

**Telly Award** – Mecklenburgers TV show script

**Third Paralympic Congress** - Featured Speaker

**BlazeSports America** – Media relations and marketing consultant (Pro bono)

**National Wheelchair Basketball Association** – relations and marketing consultant (Pro bono)

**U.S. Soccer Strategic Summit** - Marketing Committee

**American Bowling Congress** - Feature Story of the Year, New York Magazine

**Business Week Human Resources 100-** Speaker, seminar leader at Senior Executives Roundtable

**AAU James E. Sullivan Award** – Media Voter

**Laureus World Sports Awards** – Media Voter

**United States Maccabiah Soccer Team-** Pan American Games, Mexico City

**Borough of Manhattan Community College-** Advisor, Sports Marketing & Management Program

**University of Georgia Football-** Walk-on place-kicker as sophomore

**Georgia State University-** Varsity soccer team