

GAYLE RITT Portland, OR / gayleritt@gmail.com

SUMMARY: *Team player and creative thinker with international and domestic experience in PR, marketing, events, sales, operations, management, writing, strategic planning, project management and production. A hands-on problem-solver, responsive to long range objectives for growth and profit in diverse environments.*

SKILLS: Word, Excel, Power Point, Outlook, ACT, MRI, Net Facilities, Internet Explorer, Adobe PageMaker, Photoshop. Customer Service, Writing, Research, Photography, Phones, 80 wpm

EMPLOYMENT HISTORY:

BIG LOVE PRODUCTIONS INC.

Portland, OR - Los Angeles, CA - Chicago, IL Nov. 1998 – Present

Consultant / Public Relations / Events / Production / Sales & Marketing / Administration

Contribute to client business operations within the scope of development and client vision. Increase sales and build credibility and awareness through favorable press and relationship building. Focus on public relations, sales, communications, organization, media relations, pitching, events, photography, marketing, promotion, advertising, customer service, production, catering, and administration.

JB EQUITIES / RESTAURANT PROPERTIES

Portland, OR February - October 2009

Corporate & Institutional Sales / Operations / Restaurant Opening

Representative for owners and operators of pizza restaurants: motopizza Hillsboro and Hot Rod Pizza Milwaukie. Handle aspects relating to sales, customer service, store operations, delivery, property management, and events. Generate new business, school and corporate sales through programs resulting in customer retention and growth. Increased sales through internal definition, organization, attention, community awareness, direct sales and staff management. Assist owners in handling issues relating to ordering, purchasing, planning, staff scheduling, deposits, payroll, invoice preparation and tracking, purchasing, vendors, business issues, research, related administrative and implementing sales and marketing goals. Developed printed materials, press releases and promotions resulting in placed media and greater community awareness. Worked through new management takeover of motopizza and opening work with boxes, merchandise, events, promotions, website, budget, delivery cars, menu, kitchen, POS and opening days of company's new location, Hot Rod Pizza.

DOUGLAS EMMETT MANAGEMENT

Los Angeles, CA February 2007 – October 2008

Administrative Assistant / Office of the Building

Manage day to day administrative operations and projects within leasing, engineering, janitorial, security and parking in high profile Century City commercial high rise, 1901 Avenue of the Stars. Write and edit office and tenant correspondence and serve as reception and building concierge. Coordinate and manage building events (Tenant, Staff, First Aid), tenant and vendor relations and daily customer service. Accounting responsibilities include: AP/AR; budget research; preparation and work in company budget program and editing financial reports. Coordinated building security clearance and support through seven full-scale construction projects. Winner of the *BOMA: Building of the Year Award 2008* Los Angeles. Develop and coordinate extensive project list and vendor participants. Write and coordinate script for detailed building tour and presentation. Negotiate, schedule and manage building improvements with vendors.

JEFF HANSON MANAGEMENT & PROMOTIONS / CREED

50 City Arena Tour - US and Canada July – November 2002

Press Liaison / Tour Production / VIP Coordinator

Advanced and supervised on-site press, radio promotions and VIP logistics during platinum selling artists US and Canadian tour. Liaison between: band, management, tour management, record label, radio, media, fans, VIP's and building and facilities personnel. Managed 5 radio promotions, on-site and pre-arranged press and radio relations, interviews, call-ins, tags, meet and greets, fly-away's, contest winners and photo shoots during 50 shows in 50 cities. Representative for band to radio executives, stations, DJ's, program directors and music directors. Crisis PR and management during series of cancelled shows. Managed inventory and transit of materials and contest equipment. Mobile daily set-up and break down of press production office and VIP Rooms.

GAYLE RITT RESUME

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MARGIE KORSHAK, INC

Chicago, IL April 2000 – March 2002

Account Supervisor, Restaurant & Entertainment Division

Full scale public relations practices in every dimension within legendary Chicago PR firm focusing on high profile restaurants, chefs and agency driven events. Generated new business. Developed press kits and written materials (press releases, media alerts, corporate bios, story pitches). Managed press events, openings, press conferences, book launches and public relations campaigns and promotions to encourage favorable media results and community and national awareness. Successfully pitched clients for editorial features and radio and television guest spots. Monthly and yearly planning and reporting with developed objectives and created ideas. Supervisor managing 18 clients, 2 staff (AE and assistant) and intern program. Responsible for employee promotions and reviews. Assisted other divisions with events. **CLIENTS:** Wolfgang Puck / Spago, Jean Georges Vongrighen + Mark Bitman (*Simple to Spectacular* Book Launch), Maggiano's Little Italy, Mossant Bistro, Vivo. Lettuce Entertain You: Nacional 27, Joe's Steak & Seafood, Vong, Petterino's, Wildfire, Ben Pao, Big Bowl, (*Big Bowl Noodles & Rice* Book Launch), Foodlife, Mity Nice Grill, PJ Clarke's, Shaw's Crab House. Agency: The Producers, The Sweet Smell of Success, FASH BASH and others.

TAKOHL DESIGN, LTD.

Chicago, IL September 1998 – April 2000

Publicist / Executive Assistant to President

Managed publicity, marketing and advertising for Chicago Jewelry Designer Tammy Kohl and the Takohl Treasure Ring. Opened retail gallery in exclusive Randolph Street Market district. Developed written materials and story pitches resulting in numerous trade and consumer publication placements for designer and company. Managed direct mailings, gallery openings, events, tradeshow, industry meetings, award show presence and charity involvement. Organized successful co-op advertising campaign with Vogue and 25 US retail store clients. Showed product in gallery, took orders by phone and appointment, assisted in coordinating interviews and meetings with Designer and managed administrative duties. Streamlined, edited and updated databases, coordinated travel and wrote and edited printed materials and correspondence.

CARIBBEAN CIGAR COMPANY (NASDAQ – CIGR)

Miami, FL November 1996 – January 1998

Director of Marketing / Retail Operations / Retail Management

Member of inaugural team through a successful IPO and opening and management of 7 retail stores, a Dominican factory and the launch of 13 cigar brands and accessories. Opened and managed flagship retail location on South Beach with Director of Marketing position available upon store opening and staffing. Hired, managed and scheduled staff (7). Responsible for customer service, purchasing, inventory, advertising and community and vendor relations. Promoted to Director of Marketing and lead numerous product and retail store campaigns. Managed marketing and publicity angles during Road Show and IPO and managed investor relations and quarterly reporting. Developed sales and promotional materials and wrote trade articles resulting in high profile placements. Managed news and TV crews at factory. Designed and managed tradeshow presence and developed relating details and sales materials. Selected and managed The Zimmerman Agency who developed a ground breaking ad campaign for the cigar brands. Traveled monthly - domestically and internationally - as a representative of the company.

EDUCATION

Improvisation – **The Second City** – Chicago Conservatory – 1998-2000

Creative Feature Writing – **University of Iowa** Summer Writing Festival 1994

Corporate Public Relations / Hotel Management – **Hyatt Hotels Corporation** Internship – 1992

Journalism / Public Relations Management – **Northern Arizona University** – B. S. 1992

ACTIVITIES:

1987 – 2010 Music, Performer, Photography, Host, Waitress

2004 – 2010 Private Cook specializing in Macrobiotics / Vegan / Vegetarian / Kosher

2001 – 2010 National Anthem Singer, Chicago Cubs, Wrigley Field (Lakers, Dodgers, White Sox)

1992 – 1998 Freelance writing, published works in US publications

1989 – 2009 US and World Travel: Canada, Mexico, Italy, France, Holland, Belgium, Thailand, England