

# Roger L. Resnicoff

Creative **digital marketing & media relations** pro, inventive **social media** strategist, experienced top-tier **broadcast producer**  
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## Areas of Expertise:

Integrated Public Relations/Marketing Campaigns | Social Media | Media Relations | Content Development | Thought Leadership | Video & Audio Production/Livestreaming | Branding | Strategic Planning/Crisis Communications  
Bleeding-Edge Communications and Education

## Notable Clients:

- **HEALTHCARE:** Janssen, Novartis\*, UCB, Pfizer, Daiichi Sankyo, Child Mind Institute\*
  - **ENTERTAINMENT:** DC Entertainment, HBO, CBS, Guinness World Records, 20th Century Fox, Tribeca Film
  - **TECHNOLOGY:** Best Buy\*, Philips (Consumer, Healthcare), Mercedes-Benz\*, Hagerty Classic Cars, General Motors
  - **FOOD & BEVERAGE, CPG:** Heineken\*, Ferrero\*, Procter & Gamble, Edy's, Coca-Cola, Cartier
- \*SABRE Award-Winning Campaign

## I. PROFESSIONAL EXPERIENCE: DIGITAL

### FLEISHMANHILLARD

2016-Present

#### SENIOR VICE PRESIDENT, HEALTHCARE: Social Media and Digital Innovation

New York, NY

- Created, executed and led integrated digital/traditional media relations and strategic brand positioning programs for clients in the pharma industry that resulted in increased exposure, consumer/patient/HCP/KOL engagement
- Created content to drive engagement with general consumers, targeted patient, HCP, KOL audiences (e.g., thought leadership/whitepapers, website content, video: onsite and live-streamed events)
- Facilitated monthly 'workshops' to educate colleagues about emerging digital trends
- Collaborated across teams (e.g., Media, Analytics, Creative) to develop impactful, integrated initiatives
- Cultivated prospective client relationships, led efforts for developing/delivering new business pitches
  - Provided strategic and tactical leadership for clients totaling \$5MM in agency revenues

### RUDER-FINN

2014-2016

#### VICE PRESIDENT of HEALTHCARE INNOVATION; Social Engagement and Digital Content

New York, NY

Developed, implemented and led social media, digital and traditional communications efforts

- Identifying and utilizing cutting-edge technology (e.g. augmented reality, chatbots, livestreaming) for next-generation communications
- Streamlined process to devise and incorporate digital strategies into existing and new traditional efforts
  - Provided strategic and tactical leadership for clients totaling \$3MM in agency revenues
- Devised/implemented 2019 SABRE award-winning campaign: *Champions of Science: The Art of Ending Stigma*

### CHILD MIND INSTITUTE

2012-2014

#### DIRECTOR of MARKETING

New York, NY

- Oversaw all marketing and communications efforts for prominent non-profit; responsible for driving thought leadership efforts, growing engagement/interaction online (social media) and via traditional media
- Developed and implemented comprehensive cross-platform strategies and tactics to drive growth in all mission areas including: PR, media relations, social/paid digital media, partnerships, consumer engagement
  - Provided strategic marketing communications counsel for all key departments
  - **SOCIAL MEDIA:** Achieved a **90% increase (+60K Facebook Fans in 6 months)**
    - Including: Facebook Live event (Katz Conversation with Whoopi Goldberg): **8,000+ viewers, 16K+ shares**
  - **MEDIA RELATIONS:** Secured **200+ media mentions**
  - **EMAIL MARKETING:** Attained **500% increase in signups, 200% increase in engagement**

### BENDER/HELPER IMPACT

2010 - 2012

#### VICE PRESIDENT

New York, NY

- Directed accounts specializing in **Entertainment, Media, and Technology** categories
  - Acted as day-to-day accounts lead, managed NY office, supervised and mentored junior staff, pitched and secured new clients, responsible for **increasing current client business to 25% growth**
  - **CBS Home Entertainment:** Facebook +**8.5MM (+150%)** | **2MM+ Amazon Affiliate clicks = \$41K+ Amazon Sales**

### RAZORFISH

2009 - 2010

#### DIRECTOR OF SOCIAL MEDIA & WORD-OF-MOUTH MEDIA MARKETING

New York, NY

- Shaped and grew word-of-mouth services in the Northeast Region

Provided counsel and best practices around the digital PR and WOM space, including client education, governance

- *Notable projects included:* [Mercedes-Benz Tweet Race](#)
  - Twitter Reach: 143,070,159 | 24MM+ Total Video Views | 545MM+ impressions
  - Reached #2 on Ad Age viral video listing | increased 72,000+Facebook fans

## II. PROFESSIONAL EXPERIENCE: MEDIA RELATIONS

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### MSLGROUP WORLDWIDE (A division of Publicis)

2004 - 2009

#### GROUP SUPERVISOR: GLOBAL CONSUMER MEDIA RELATIONS, MS&L DIGITAL NEW YORK

New York, NY

- Devised and implemented media strategies, and provided strategic counsel to clients and account teams
- Built a high-caliber Media Relations practice
- Message-trained and prepared clients/spokespersons for media exposure
- Produced video content for new business pitches and campaign recaps

Developed plans and techniques for generating and pursuing new revenue streams

- **PROCTER & GAMBLE: Charmin Rest Rooms**
  - Created and implemented comprehensive media strategy, led team in securing coverage in all key national and local outlets
- **BEST BUY: Magnolia Home Theater, Mobile, Business**
  - Assembled and led “Best Buy News Bureau”, a National team of PR pros:
    - Rapid-response focused on news-related segments to keep Best Buy top-of-mind throughout the year
    - Secured 45+ broadcast and media appearances (national/local) for holiday occurrences
    - Managed store launch events with appearances by Mariah Carey, Tommy Lee, Dolly Parton
- **HEINEKEN USA: Launched Heineken Premium Light (first brand extension in 133 years)**
  - Created and implemented comprehensive media strategy, orchestrated 11 launch events in key markets, including a kick-off event with magician Criss Angel in Times Square
- **PHILIPS: Electronics/Healthcare/Corporate**
  - Secured top-tier broadcast, print and online placements for campaigns that included “Sense and Simplicity,” Back-To-School, Home Theater, Style Tech, and Holiday.

*Additional notable social media / traditional media projects include:*

- Launch strategies and media outreach for [EDY’S “Dibs”](#) and [Slow Churned](#), [Coca-Cola/Diet Coke with Lime](#), [Prilosec OTC](#), [Bayer Diabetes: Jonas Brothers](#), [Home Depot](#), [Sanofi-Aventis](#), [Cartier](#), [Bayer](#), [General Motors](#), [Intuit](#), [Guardian](#) and [Berkshire Life](#), [CIT Group](#), [Ameriprise Financial](#)

### RUBENSTEIN ASSOCIATES, INC.

2004

#### MEDIA SPECIALIST

New York, NY

- Secured top-tier broadcast, print and online placements and crisis communications for clients including: NYU/Langone Hospital, New York Yankees, Tribeca Film Festival, Diebold, BlackRock, Worldwide Pants Productions, Fox

## III. PROFESSIONAL EXPERIENCE: MEDIA

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### WNYW/FOX-5 NEW YORK

2001- 2004

PRODUCER/FIELD PRODUCER: Good Day New York, Fox 5 Live, Fox News at 5/6/10 PM

New York, NY

ASSIGNMENT EDITOR, WRITER/COPYEDITOR: Good Day New York, Fox 5 Live, Fox News at 5/6/10 PM

GUEST BOOKER: Good Day New York

### REUTERS TELEVISION NEWS

2001- 2002

PRODUCER (International/Domestic)

New York, NY

### ABCNEWS.COM

2000-2001

ASSIGNMENT EDITOR/PRODUCER

New York, NY

- Built, led, and developed a team of content specialists for relaunch of news website
- Managed editorial direction and resources of Assignment Desk

### FOX NEWS / FOX NEWSEDGE

1996 - 2000

INTERNATIONAL ASSIGNMENT EDITOR / PRODUCER / WEEKEND MANAGER/BREAKING NEWS MANAGER New York, NY

PRODUCER: NASA/TECHNOLOGY AND SCIENCE

- Management of Assignment Desk, management of all Foreign and Domestic Bureaus
- Responsible for the implementation of worldwide breaking news coverage, planned events for Fox News
  - Oversaw editorial content for all programming
  - Created standard newsgathering and editorial workflow and procedures for a new network

<b>NBC NEWS</b>	ASSIGNMENT DESK ASSISTANT	1994
<b>ABC NEWS</b>	<i>GOOD MORNING AMERICA</i> INTERN	1993
<b>WJPZ-FM</b>	ON-AIR PERSONALITY, NEWSCASTER (MORNING DRIVE)	1993 - 1995

#### **IV. EDUCATION**

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**Columbia University; Columbia Business School**  
*Entrepreneur Incubator Program* New York, NY

**Cornell University; School of Industrial and Labor Relations**  
*Certificate in Advanced Management* New York, NY

Syracuse University; **S.I. Newhouse School of Public Communications**  
*Bachelor of Science, Broadcast Journalism* Syracuse, NY  
 Syracuse University; **Maxwell School of Citizenship**  
*Minor: Public Policy Studies*

**Oxford University; Pembroke College**  
*Certificates in Journalism, Media Studies* Oxford, UK

**The Dalton School** New York, NY

**ADDITIONAL DETAILS, VIDEOS, AND IMAGES AVAILABLE AT:**  
[WWW.RESNICOFF.ORG](http://WWW.RESNICOFF.ORG)

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