

RESUME FOR:

James D. Rosenberger, President and Owner
maxxmedia+events LLC



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Summary of qualifications

Provides strategic leadership and multi-function management of internal teams, clients' requirements and synchronize with external contractors;

Ability to conceptualize, write, create or adapt existing content for print, interactive and other electronic media;

Generate original ideas and strategic storytelling efforts to create distinctive brand narratives; Collaborates and coaches senior corporate staff for live presentations, including use of media and functions as spokesperson when required;

Additional skills include all levels of video production, marketing/PR/advertising, website development, and coordination/staging of corporate event and business meetings.

Education

Master of Fine Arts, Theatre, York University, Toronto, Ontario, Canada.

Bachelor of Science, Education, Double Major: Communications & English. Ohio Teaching Certification, BGSU, Bowling Green, Ohio

Experience

1999-present President and Owner of maxxmedia+events LLC (mmevents)

When companies need one person to bring marketing, communications and technical know how to the table, James D. Rosenberger gets the call! From concept to completion he provides full service High Definition Television and electronic media services along with combining the power of custom, strategic storytelling for corporate sponsored media, marketing, interactive programs and live events' projects produced for non- and for-profit clients to generate results that make a difference.

Partial client list includes: Cintas, David J. Joseph Company, Fidelity Investment Services, LensCrafters, P&G, Senco, Tytek, The American Classical Hall of Fame and The Taft Museum.

• **PROCTER & GAMBLE-** Mr. Rosenberger has written, staged, directed and produced over fifty divisional and international live Advertising events, using websites, video programs and print promotions, most recently in 2013 curating Cannes advertising. These efforts were profiled on Channel 9 WCPO, the Cincinnati **abc** TV affiliate for their innovative impact on employees using custom interactive games and staging;

RESUME FOR JAMES D. ROSENBERGER -- Sample list of projects from the past decade:

- **DAVID J. JOSEPH-** For the company's 125TH anniversary of 2010, he produced, directed and staged the live celebration, wrote, edited and directed the commemorative DVD and oversaw the publication and production of the anniversary book acting as a general planning consultant for senior management. Created first brand image campaign for company in 2008;
- **SENCO** – Mr. Rosenberger wrote, produced, directed and edited sales training programs for *Home Depot*, and *Lowes*; generated a video library of all programs for the company's retail and industrial divisions; wrote, produced, directed two Japanese-audience new product and safety videos. Finally, he adapted select programs for Hispanic audiences in major markets and produced, stage and directed first Global Business Conference;
- **AMERICAN CLASSICAL MUSIC HALL OF FAME** – Researched, wrote, edited and produced the DVD "*A History of Classical Music*" for the Hall to be used in conjunction with its museum exhibit.

Selected Original Programming and Publications

"*Wilson Branca Acconci: Images Sounds Objects*" -- featuring the work of Robert Wilson, Glenn Branca and Vito Acconci and combines interviews, live performance and other documentation of three American artists at the mid-point of their international careers. Mr. Branca's segment was also included in the 40th anniversary of the punk feature film "Kill Your Idols" 2020.

"*Flying Pigs, Andrew Leicester and Porkopolis*" - Celebrating the 30TH anniversary of the internationally famous public sculpture in 2019 at the Gateway to Cincinnati.

"*The Bobs Sing! (and Other Love Songs)*" - Premiered as a CET-48 TV special on Valentine's Day 2001. The DVD version has sold over 2,500 thousand copies internationally and won the Interactive-Entertainment Award, from INTERCOM 2002, Chicago, Illinois.

Career Recognition/Awards

Feature interview for performing role in composer John Cage's seminal production "Lecture on the Weather," <http://maisonneuve.org/pressroom/article/2012/oct/9/john-cages-canada/>

Founding Artist, SPACES, Cleveland, Ohio, the state's oldest multidisciplinary arts center. In 2018, SPACES celebrated its 40TH anniversary. Mr. Rosenberger's contributions as Founder were recognized and he co-curated the 40th anniversary exhibit.

"Philosophie" French TV series featured Mr. Rosenberger's images of fugu, the Japanese poisonous blow fish. Originally airing in France March, 2009 and continued on in syndication in France and Germany through 2012.

"*Audible Therapies*" -- Introduced in 2006, this Therapeutic Music and Storytelling service for Seniors was initiated and now reaches over 9,000 individuals annually in the Tri-state region.

Muse Award from the National Museum Association, 1993 for "*There's No Place Like Home*" TV PSA and billboard campaign for The Taft Museum.

Ascertainment study and live Cable TV series for The Institute of Fine Arts were chronicled and recognized in the seminal book "*Cultivating The Wasteland*" by Kirsten Beck, 1983.

Two OAC Individual Fellowships for Multidisciplinary work, 1978 & 1983.