

# DENNY L. SHLEIFER

1400 NW Irving #530 Portland, Oregon 97209 (503) 888-6913 [dshleifer@yahoo.com](mailto:dshleifer@yahoo.com)

## **OBJECTIVE:**

*I am seeking a full time or contract hire position in a professional working environment. As a results driven marketing and former television professional with creativity, name recognition, & hard-core public relations skills doing business with individuals at all levels. Exceptional communication skills as well as developing rapport with several clients to provide referral business. A proven team leader capable of lifting the team to high levels of success*

## **PROFESSIONAL EXPERIENCE:**

### **1991-2010**

*Project Manager / Owner SHLEIFER MARKETING COMMUNICATIONS, Inc.*

*SMC is a full service advertising & PR firm providing full service marketing solutions*

- Developer of PR promotional & marketing strategies that get proven results.*
- Responsible for client education with the news media as well as PR strategizing & analysis.*
- Supervised & Lead Internet Advisory Services*
- Planned & developed marketing & public relation plans for publicly traded companies.*
- Extensive experience leading, training, & teaming with a wide variety of technical & creative professionals.*
- Vast Knowledge & several Key contacts in News Media*
- Promoted products through advertising, marketing, & referral business*
- Enhanced credibility & forged alliances between clients and news media*
- Assisted & media trained company personnel to deal with the professional media*
- Increased sales revenues at many major retailers and wholesalers.*

### **2003-2010**

*Freelance segment producer CBS Early Show.*

*Currently field producing all segments on the Kyron Horman investigation*

*Coordinate live shots*

*Produce news stories*

### **1972-1991**

*TV News Broadcaster, Reporter, Managing Editor, Executive Managing Editor*

*KPTV PORTLAND/Managing Editor*

- Supervised & managed news department*
- Executed story decisions, news department budgets, & all personnel decisions*
- Chief Assignment Editor/ Executive Sports Producer KGO-TV San Francisco California*
- Supervised & managed all camera crew & reporters.*
- Produced and covered news and sporting events including: Winter Olympics in Calgary,*
- Several Super Bowls, World Series, and Presidential Conventions.*
- Emmy Award Winning Producer at WXYZ TV Detroit Michigan*
- News Producer KMGH TV Denver Colorado*
- Reporter, Producer, Anchor KOIN TV Portland Oregon*

## **EDUCATION:**

- University Of Oregon, Eugene, OR*
- Bachelor of Science, School of Journalism*

**AFFILIATIONS:** Jewish Family & Child Service, Ronald McDonald House Charities, Cedar Sinai Park

***References available upon request***