

# BERNARD G. JACOBS

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## SENIOR MARKETING MANAGER

### *Special Expertise in Music / Entertainment / Fashion Industries*

Senior Marketing Executive who combines creativity and entrepreneurial vision with sound business management strengths to drive revenue growth and profit contributions in highly challenging and competitive markets. Track record of generating media coverage through effective promotional and public relations strategies that propelled images of top recording artists, Film /TV personalities and business executives. Excels in developing winning strategies and guiding projects from concept through launch. Forges sound business partnerships and strategic alliances based on a foundation of experience and integrity. Degrees: MBA/BS.

#### —Core Competencies—

Strategic Planning / Project Management / Marketing Strategies / Advertising / Product Launches  
Video Production / EPK/ Media & Public Relations / Budget Management / Demographics  
Trend Spotting & Analysis / Forecasting / Image Campaigns / Problem Solving / Consensus Building  
Team Building & Leadership / Oral & Written Communications / Cost Containment / Profit Enhancement

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## PROFESSIONAL EXPERIENCE

### **Marketing and Image Consultant • 1990 to 1994 / 2002 to Present**

BGJ INC, West Hollywood, CA

Create marketing and image plans for packaging recording artists and designers to target appropriate market segments. Advise high-profile clients and emerging talent on image-enhancing hair, make up and wardrobe selections. Create wardrobe for platinum recording artists, film and TV actors for award shows, music video, advertising campaigns, concerts, TV shows, album covers and red-carpet premiere events. Develop marketing strategies to increase brand awareness.

- Designed Racing Car Suit for Faraday Futures (FF) unveiling of high-end electric Car at the 2016 CES show.
- Created original related products such as high-fashion driving gloves and sneakers for the CES show presentation.
- Maintained and assisted in the design process throughout all steps of development: draping, patternmaking, 3D printing and company logo (FF) leather customization.
- Provided budget estimate and cost/design specifications to FF production executive before proceeding with suit, gloves and sneaker prototypes.
- Purchased fabrics, shoes, pants and raw materials required for male dancers' baseball section, female strip-tease section and other male dancer sections throughout Jennifer Lopez's "All I Have" Las Vegas Residency.
- Produced lingerie robes and baseball shirts delivering high-quality final products for the "All I Have" production.
- Collaborated with JLo's creative team to complete project on a hard deadline.
- Analyzed the script and communicated with the producers and costume designer the clothing styles worn in the appropriate era which lead the costume dept. to build and obtain required wardrobe for character portrayals in the Toni Braxton: Unbreak My Heart - Lifetime Original Movie.
- Key Toni Braxton's costumes I previously designed were utilized in the actual movie production.
- Created and selected specific garments and accessories ensembles to carve a fashion personality for TV ONE's "Justice By Any Means" murder/crime series host, Faith Jenkins.
- Designed and selected wardrobe ensembles for hosts Julissa Bermudez and Jose Sarduy on FUSE/NUVO TV's comedy show "Stand Up and Deliver" – Hollywood and Cabo San Lucas cable series and photo shoot.
- Selected high-fashion wardrobe and assembled outfits for Loveline's Mike Catherwood and radio personality, Yezi Ortiz on the variety show featuring celebrity tastemakers covering trends in music, fashion and viral videos – The Collective powered by Vevo on FUSE/NUVO/Nuyorician Productions.
- Customized leather and sequin jackets and wardrobe assisted on video content for Demi Lovato's "The Neon Lights Tour" concert tour.
- Played a key role in successful careers of numerous artists including Aretha Franklin, Toni Braxton, Babyface, Ronald Isley, Kenny G., Earth, Wind and Fire, Serena Williams, Brandy, Ray J., Melody Thomas Scott (Y&R), Jon B. and El DeBarge.
- Selected tracks and songs from music producers and songwriters to create CD project for new artist while managed ½ million budget for studio recording time, producers' fees, vocal rehearsals and remixes.
- Secured \$200,000+ in donations from local business establishments for charity auction.
- Negotiated cross promotion with Harry Winston and Serena Williams for US Open.
- Assisted in design and production of collection for Serena Williams' ANERES clothing line.
- Styled Ford's national campaign, *Tied to the Cause*, for Breast Cancer Awareness with Serena Williams.
- Designed Earth, Wind and Fire's wardrobe for 39th Super Bowl pre-game performance.

**Fashion Consultant to Head Designer, Bradley Bayou • 2003**

HALSTON, West Hollywood, CA

Positioned HALSTON for major media exposure through partnerships with major celebrities and high-profile individuals. Provided direct assistance in producing design collections; sourced and selected fabrics, formulated cost sheets, oversaw production process and ordered supplies and equipment to ensure deadlines were met, with attention to quality in cost effective manner.

- Provided couture collection to fashion magazine editors, studio wardrobe professionals and film, TV and music stylists for TV appearances, award shows, photo shoots and other press coverage.
  - Co-produced *Best of LA -Oscar Preparation* segment for *The View*. Secured top image professionals from East and West Coasts to provide on camera demonstrations and coordinated shooting schedule.
  - Personally secured Queen Latifah to wear HALSTON at *The Academy Awards*, *The Essence Awards* and the *47th Grammy Awards*; secured Serena Williams to wear HALSTON to the *NAACP Image Awards*, garnering major buzz and awareness of the brand and designer, Bradley Bayou.
  - Generated invaluable press coverage through initiating, securing, and maintaining relationships with managers, stylists and PR firms to dress their clients for articles that appeared in *People*, *US Magazine*, *The NY Post*, *In Style*, *Essence*, *Angeleno* and appearances on *Entertainment Tonight*, and *Extra*.
  - Played a key role in sourcing and selecting fabrics to complete four outfits for *Oprah Winfrey's Women Empowerment Tour* wardrobe.
  - Styled collections for runway shows and NY, LA and SF Saks Fifth Avenue in-store promotions.
  - Secured Wanda Sykes to wear a custom HALSTON gown to host *The Emmy's*.
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**Senior Vice President of Artist Development • 1994 to 2001**

EDMONDS RECORD GROUP, Los Angeles, CA

Managed all aspects of artists' images including professional training, personal appearances, styling, marketing strategies and materials, merchandising and promotions. Orchestrated publicity to maximize exposure; developed creative concepts; coordinated appearances including showcases, convention performances, CD launches, tours and presentations. Handled local and national bookings. Managed \$4 million budget; reported directly to President of record label, movie and production company, Tracey Edmonds (Babyface).

- Orchestrated programs to strategically position artists through special training and skills development; oversaw vocal training, stage performance techniques, choreography, interview and etiquette training, and wardrobe styling.
- Conceived, designed and art directed CD/album packaging, single covers, logos, point of purchase items, posters, print and trade tip sheet ads and radio and TV spots. Commissioned all music videos.
- Developed video concepts and managed costs through post-production and delivery.
- Initiated cross promotions linking major clothing corporations and endorsement deals with artists.
- Developed and coordinated publicity plans and strategies to maximize exposure and artist awareness.
- Created TV special, *An Inside Look: Artist Development*, in conjunction with Viacom/BET featuring recording artist.
- Produced opening musical segment for performance on Nickelodeon's Kid Choice Awards.
- Negotiated endorsement deals with 3rd Storee and Pelle Pelle clothing, garnering \$2+ million worth of print advertising and created cross promotion with Jon B, Groove clothing and MCM Luggage that represented \$1+ million in free print advertising.
- Brought in major award nominated video \$40,000 under budget through product placement alliances.
- Captured \$2 million in clothing and styling costs by obtaining merchandise from custom designers and apparel contacts.

**Director of Marketing • 1987 to 1989**

NASETT INTERNATIONAL CORPORATION, New York, NY

**EDUCATION**

**Master of Business Administration - MBA in Marketing** / State University of New York, Binghamton, NY

**BS in Business Administration - Marketing, Cum Laude** / State University of New York, Albany, NY