

# Tom McAlister

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## CORE SKILLS:

- Marketing and communications strategist with 9+ years of experience creating standout promotional opportunities for entertainment and technology brands.

## WORK:

### **Beck Media & Marketing – Los Angeles, CA**

*Team Lead*

*June 2009 - Present*

- Create and implement corporate communications strategy for entertainment and technology clients in the mobile, interactive and digital content industries.
- Seek non-traditional and promotional marketing opportunities that are brand right, generate positive media coverage and achieve tangible business objectives.
- Designed and led “Red Carpet Dream Proposal” program for Robbins Brothers and Touchstone Pictures’ “When in Rome,” 1/27/10. Generated 4.5+ million media impressions. Produced behind-the-scenes [YouTube/Facebook share video](#).
- Devised and implemented cross-platform sweepstakes for Robbins Brothers that lifted Facebook fan following from 7100 to 10,299 (+45%).
- Recent tier 1 media placements secured: TV Guide story timed to NAB Show, 4/6/10; [New York Times feature story](#) on Digitalsmiths, 12/14/09; [BrandWeek story](#) on Waterfall Mobile, 9/9/09.
- Launched green lifestyle Web site [www.AngryGreenGirl.com](http://www.AngryGreenGirl.com) with promotional marketing [stunt](#) in Hollywood. Generated 3.4 million media impressions and 33,718 unique visitors to site in its first 7 days.
- Oversee junior staff, report to company president.

### **ESPN and PromaxBDA – Los Angeles, CA**

*Contractor*

*May 2007 – May 2009*

- Results & Releases Manager – ESPN X Games franchise
- Consultant – MI6 interactive marketing conference

### **Bragman Nyman Cafarelli (BNC) – Los Angeles, CA**

*Account Supervisor*

*November 2000 – May 2007*

- **Promoted 4 times (positions held: Assistant, Account Coordinator, Account Executive, Senior Account Executive, Account Supervisor).**
- Series publicist for “House,” “That ‘70s Show,” “Reno 911!” “South Park (syndicated),” ESPN Original Entertainment and “The Drew Carey Show.”
- Oversaw corporate communications and trade relations for Endemol USA, Broken Road Productions and Tollin/Robbins Productions.
- Designed and implemented online charity promotion for “House” that raised \$100,000 for the National Alliance on Mental Illness (NAMI).
- Secured spot for “House” creator/executive producer David Shore on a Starbucks cup as part of the company’s “The Way I See It” initiative.
- Organized “House” digital fan outreach program. Created communications channel with hardcore bloggers and fans; led contests and distributed exclusive content to friendly and cooperative site producers.
- Member of PR/marketing team for the 2006 Miss America Pageant. Effort successfully rebranded Miss America for cable channel CMT, delivering the highest rated telecast in the network’s history.
- Led successful Academy Awards campaign for William Monahan, writer of Warner Bros. Pictures’ “The Departed.”

## EDUCATION:

*Miami University (Oxford, OH)*

*Graduated December 1999*

BA, English

- *Summa cum laude / GPA 3.97 / Phi Beta Kappa*