

Brian E Patella

7134 Eden Brook Drive, Columbia MD 21046
310-463-1303 brianpatella1111@gmail.com



Executive Profile

Highly accomplished professional with extensive experience in Marketing, Advertising Sales, Event Planning and Real Estate. Proven track record of successful business development across multiple industries/disciplines. Strong strategic thinking, leadership and communication skills with a focus on client relations/service and innovative marketing solutions. Seeking to leverage my diverse skill set in a permanent or consulting role, emphasizing Business Planning, Sales, Customer Support and Financial Guidance for clients.

Core Competencies

Strategic Marketing/Sales – Client Relations/Support – Business Development – Integrated Marketing Campaigns – Financial Analysis/Support – Event Planning/Management – Contract Negotiation – Team Leadership

Strengths

Client-Focused - Self-Starter – Capable Leader - Open-Minded/Adaptable – Superior Communication Skills – Excellent Listener – Tech Savvy/Early-Adapter - Presentation Design & Development

Work Experience

Media/Publishing (23+ Years)

Overview: Extensive experience in digital media transformation, territory management and advertising sales across print and digital platforms.

Key Responsibilities: Overseeing multi-state territories, driving revenue growth, managing sales teams and maintaining/developing new client relationships.

Notable Achievements: Spearheaded 13 western state relaunch of two print publishing icons (The Atlantic, The New Republic); Insights '97; Concours d'Elegance; Super Bowl XXXII; San Diego by Design (San Diego Magazine)

Advertising/Marketing (10+ Years)

Overview: Media Planning/Buying, Marketing support/collateral development roles in advertising management and marketing consultancy.

Key Responsibilities: Develop comprehensive marketing plans; execute advertising campaigns; monitor plan performance, budget management and reporting

Clients: Four Seasons, Hotels, Oppenheimer Funds, UPS, Coors, DHL, Garneau, M&M Mars, Warner-Lambert, Robert Neal Marshall Productions, Dennis Rosas Designs, LEA Accountancy, Tavolo Mio Events

Event Planning/Management (8+ Years)

Overview: Comprehensive event planning and execution for two prestigious, top-tier Pasadena, California-based catering companies.

Key Responsibilities: Concept creation (design/set up), venue selection, menu development, staffing, 3rd party vendor selection/coordination, sell-thru of in-house supplemental services (e.g. florals) & promotions, client research & development,

Real Estate (5+ Years)

Overview: Residential Realtor with successful track record of representing a diverse clientele - both buyers and sellers - at multiple price points.

Key Responsibilities: Drive sales volume, monitor local market conditions/trends, RE rules & regulations, educate/guide clients from listing/property search to close-of-escrow, oversee/manage cooperating-agent portfolios.

Notable Achievements: Generated \$1.25M+ in 2024 commission revenue (individual transactions; collaborative partnerships).

Professional Positions Held

Realtor® Coldwell Banker Realty

Event Planner/Manager The Kitchen for Exploring Foods/Untitled Events

West Coast Advertising Director/Consultant The New Republic/NewRepublic.com

Southwest Advertising Manager The Financial Times of London

Los Angeles Sales Director Fortune/Money Group (Time Inc)

Los Angeles Manager/Automotive Manager Readers Digest Association

West Coast Director..... The Atlantic/Atlantic Media
George Magazine/Hachette Filipacchi

Consultant/Associate Publisher San Diego Magazine

West Coast Advertising Manager..... Fitness Magazine/Gruner & Jahr
New Woman Magazine/KII

Acct. Manager, LA/Southwest Regional Manager Family Circle/The New York Times Company

Asst. Media Director Ammirati & Puris/New York

Sr. Media Planner Ted Bates/New York

Media Buyer Gerber Carter Communications

Additional Work Experience

Ferrari Olive Oil Company – Store Manager/Consulting Chef (2+ Years)

- Initiated pre-launch store set up/display; developed/manage day-to-day operations; hire/train staff
- Supervise multi sales techniques; conduct on-going productivity/efficiency research
- Host product knowledge & sampling seminars; provide expert menu advice and/or pairing suggestions

Sur La Table Cooking School – Sous Chef (1 Year)

- Provide full-service support to chef educators (planning, prep, execution, clean up, organization)
- Assist/encourage student participation; supply supplemental one-on-one instruction as needed
- Promote Sur La Table products & services

Private Chef/Caterer (4+ Years)

Consult/create/execute/manage special menus/events; made-to-order specialty dishes and desserts

Education

Boston College - Chestnut Hill, Massachusetts

BA cum laude Political Science/Speech Communications; Marketing Concentration

Le Cordon Bleu College of Culinary Arts

Pasadena, CA; Montignoso, Italy

Activities/Interests

Avid Reader
Culinary Arts/Food & Drink
Cycling – Snow Skiing - Swimming
Fine Arts/Theatre/Opera
Travel

References Upon Request