

Susan Ziller Brazell

President & CEO ZBC Marketing, Inc.

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The Ziller Brazell Company is an executive marketing consulting firm specializing in business development, creating innovative programs to generate dynamic, highly profitable new media opportunities. We understand media and we have specialized expertise in the hard-to-reach women's market as well. TZBC assists corporations in sales training, client relationship development, inventory management and strategic planning for increased revenue through a variety of programs. Additionally, TZBC represents select music talent and is actively involved in documentary film production. Think of TZBC as an idea resource.

CAREER HIGHLIGHTS

- 21 Years Founder / President of ZBC Marketing, Inc. dba The Ziller Brazell Company, LLC.
 - 15 Years Senior Management of Katz Television and TeleRep (national TV sales representative firms)
 - 2 Years Account Executive and National Sales Manager at WFAA-TV in Dallas
 - 8 Years Media buying at advertising agencies
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CAREER DETAILS

2006-present

Producer / Creative Director

Ongoing Projects Include:

- Southern Sounds – Shot in stunning high-definition video and captured in Dolby surround, Southern Sounds is a soul-stirring portrait of Louisiana's venerable music scene and those who have blossomed within it. Through the eyes and ears of the artists themselves, each episode paints an impressionistic portrait of Louisiana, from the broad brush stroke of the Atchafalaya Trace, to the intimate detail of a piano parlor in Gert Town. Each frame reveals the rich texture of Louisiana's music and geographic landscape. In 13 episodes, Southern Sounds takes us inside, outside and through the music Louisiana loves. In partnership with LPB, television audiences are given the best seat in the house.
- Ruby Bridges – A series of vignettes available on television and online featuring Ruby Bridges, the young school girl who single-handedly changed the face of public schools in New Orleans, Louisiana in 1960.
- Music Agent – Exclusive booking and PR representation of international Grammy-nominated artists, The Magnolia Sisters and Ann Savoy & Her Sleepless Knights.

CAREER DETAILS (continued)

2007-2009

Consultant

Communications Corp. of America

- Assisted in training sales management; implemented systems and procedures in twenty-four television stations for sales development which included an interactive website; conducted sales training seminars, developed revenue programs and worked directly with CEO in strategizing business plan for sales growth in 2008 and beyond, which included television program development.
- Identified and implemented an inventory control system for all stations, which enabled consistently higher performance in station's share of total market revenue dollars.

2005

Consultant

ABC Station Representative Firm

- Worked with Senior Vice President of Marketing to develop new revenue concepts.

2004

Consultant

Belo Corporation

- Consultancy to create and implement a new event marketing company within Belo Corp., which included production of three events.

1989-2003

President / Founder

ZBC Event Marketing, Inc.

- Executive Producer of over 24 events nationwide, including VISIONS: The Women's Expo. In 2003, ZBC sold VISIONS to Belo Corporation
- Created a business model to produce dynamic events and partner with media companies, providing meaningful community outreach programs which created a platform for development of significant non-traditional revenue
- In the first year (1990) performance for Dallas-Ft. Worth and Los Angeles television stations, ZBC delivered profits equaling two times their investment a 100% return on the stations' investments.
- Events have been produced in 10 cities nationwide; two events have been were sold to media companies: KTVK in Phoenix, owned by MAC Television (KTVK was later sold to Belo Corp.) and Belo purchased Dallas-Ft. Worth event in 2002.
- Sales results continued to improve from the original first year success. Final event generated over \$1,000,000 in net profits.

CAREER DETAILS (continued)

- Created and produced two events for The Washington Post: The Washington Post Travel Show and a Financial show. Broadcast Consultant for Belo Corporation on a specific specialized assignment in 1999.
- Worked with senior executives to develop a new division, Belo Marketing Solutions, which included hands on creation of products and promotion that would allow for integrated marketing opportunities involving newspaper, television and news network.

1983 – 1989

Vice President / National Sales Manager

Katz Television, New York

- Hired to head sales effort for Metromedia Television Group, (which became Fox Television) supervising 23 offices and \$150 million in billings.
- Headed pitch team which contracted United/Chris Craft stations, Combined Broadcasting stations and MCA's WWOR New York.
- Increased revenue share of each station in the first quarter of representation
- Emphasis on knowing, hiring and keeping the best sales force in the industry with special focus on: Sports Specials Event
- Marketing Value-added promotions
- Launching new programming

1980 -1983

Vice President / General Sales Manager

TeleRep Sales, New York

- Responsible for national sales effort for television stations in markets including Los Angeles, San Francisco, Minneapolis, Pittsburgh, Birmingham and Charlotte

Vice President / Regional Sales Manager

TeleRepTelerep, Dallas

- Opened offices and supervised sales in Dallas, Memphis, St. Louis and Houston; consistently rated # 1 office.

ACCOMPLISHMENTS

- Recipient of the Lifetime Achievement Award of Excellence from the American Women in Radio and Television
- National Membership Chair for American Women in Radio and Television
- Certified Women's Business Owner
- Recipient of the National Minority and Women-Owned Supplier Development Award from JCPenny; one of four grand prize winners, ZBC won in the non-merchandising supplier division
- ZBC has donated over \$1,000,000 in in-kind and cash contributions to non-profit organizations that support women and girls.

REFERENCES

Provided upon request and at www.susanbrazell.com