

Rob Tonkin
(310) 600 – 1400

Summary

Unique blend of exceptional supervision skills – client communication, art and event direction and interpretational talent – combined with solid business management experience and the vision to marry novel technologies with new market opportunities. More than twenty-five years of management and entertainment experience.

Skills

- Extensive experience in team building. Able to motivate and move a group toward a consensus.
- Adept at anticipating trends.
- Proficient with PC/Mac operating systems. Also: Microsoft Office, Adobe Products, PowerPoint, QuickBooks and numerous other software applications.
- Seasoned contract negotiation specialist.
- Proven history of solving complex operational problems.
- Detail oriented, strong analytical skills.
- Confident with financial statements and budget development.

Highlights

- Expert knowledge of the music, advertising and event marketing industries.
- Over fifteen years experience in online, radio and TV broadcast promotion and production.
- Proven ability to meet deadlines and budgets.
- Excellent networking abilities; capacity to develop award winning production teams.
- Proficient interpersonal communication skills.

Experience

Marketing Factory, Inc., Los Angeles, CA

President and CEO, 1999 - Present

Rob Tonkin dba The Marketing Factory, Los Angeles, CA

Freelance Producer (Sole Proprietor), 1996 - 1999

Westwood One Companies, Inc., Los Angeles, CA

Senior Director, Talent Acquisitions, 1992 - 1995

Director, Marketing & Promotions, 1990 - 1991

Noble & Tonkin Enterprises, Inc., San Diego, CA

Partner, Music Venue Developer and Promoter, 1988 – 1989

Bill Silva Presents. San Diego, CA

Vice President, Concert / Action Sports Promoter, 1988

Marketing Entertainment Group of America, Inc., New York, NY

Tour Sponsorship Manager, 1987

Noble Broadcast Group, Inc., San Diego, CA
Director of Marketing & Promotions, 1982 – 1987

Brown Broadcasting, Inc., Sacramento, CA
**Promotions Director,
Morning Show Producer,
Disc Jockey 1980 – 1981**

Johnsson Communications, Inc., Sacramento, CA
**Disc Jockey,
Music Research Director, 1977 – 1979**

Spotlight Credits

"Honda Civic Tour." Branded Music Entertainment Property, 2001- 2008

Executive Producer

Winner, Honda's Premier Partner Award

"Rolling Stones Bridges to Babylon." PBS TV Pledge Special, 1997

Co-Producer

"PBS On Tour." PBS TV and International Syndication, 1996 - 1998

Co-Producer, Talent Executive

"Rolling Stones Voodoo Lounge Live." Westwood One Radio U.S.A. Special, 1994

Talent Executive, Co-Producer

"U2 Zooropa Live." Westwood One Radio Global Special, 1993

Talent Executive, Co-Producer

"Iguana's Showcase Theater." Live Music Venue, 1989

Developer, Talent Executive, Promoter

"MeXfest." Festival Concert Event, 1987

Producer, Talent Executive, Promoter

Significant Clients

Action Sports Retailer

Acura

Alpine Electronics

America Online

American Honda

AT&T

Eidos Plc

Hard Rock Hotel

Heineken

Honda Canada, Inc.

König

Listen.com

Mountain Dew

MP3.com

PacSun

PlayStation

Rolling Stone Magazine

Rubin Postaer

Saatchi & Saatchi

Snowball.com

Sony Electronics

Spin Magazine

Vans

XM Satellite Radio

Speaking Engagements

- Entertainment Promotion Marketing Conference, 2003
- USC, Music Business Class, 1998
- MIT Forum, 1999
- Promotion Marketing Association of America, 1994