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For 20+ years, Marcia Waldorf has been writing/producing/directing hundreds of direct response long-form and short-form infomercials, many successful and award-winning. As one of the most respected creative leaders in direct response marketing, Waldorf's up-close and personal directorial style have made her a go-to writer/producer/director across multiple consumer product categories.

In '98, Waldorf partnered with marketer Jim Crawford to form *Waldorf Crawford*, a direct-response marketing company offering multi-platform B2C & B2B product marketing, including long-form/short-form DRTV creative and full production services, product demonstration videos, animations, webisodes, videos supporting web and social media initiatives, point of purchase videos, and testimonial study recruitment and management.

Prior to her direct-response career, Marcia was a successful singer/songwriter, recording critically acclaimed albums for *Capricorn Records* and *United Artists*, touring in England as opening act for rock legend, Tina Turner. She wrote and recorded dozens of jingles, including a successful 2-year radio campaign for *Neutrogena*. Her entrepreneurial line of *Greeting Songs* sold tens of thousands of units on *Home Shopping Network*.

#### **WRITER/PRODUCER/DIRECTOR Half-Hour Infomercials**

**HAZUKI MAGNIFYING GLASSES** (Writer/Prod.Dir) Hazuki '16  
**SILK'N FLASH&GO Express** (Writer/Prod/Dir) Silk'n '15/16  
**FHI HEAT Stylus Thermal Styling Brush** (Writer/Prod/Dir) FHI HEAT '15  
**COLORESCIENCE CORE FOUR** (Writer/Prod/Dir) Colorescience '14  
**REMINGTON iLightProPlus** (Writer/Prod/Director) Hawthorne Direct '13  
**THE EGG Microcurrent +** (Writer/Prod/Dir) Serious Skincare '12  
**TANDA Pearl** (Writer/Prod/Director) Syneron Beauty '12  
**QUERCETIN & OAK** (Re-edit Producer) Johnson & Johnson '12  
**REMINGTON i-Light PRO** (Writer/Prod/Director) Hawthorne '11  
**PERRICONE MD** (Writer) Direct Brands, Inc. '11  
**purEFFECT** (Writer/Producer/Director) CK41, Inc. '11  
**HOLLYWOOD STYLER** (Writer) Script to Screen '10  
**RHYTHM ROCKER** (Writer/Testimonials & Man-On-Street Director) BJ Global '10  
**CARDIWRAP** (Writer) BJ Global Direct '10  
**JET FLOW STYLER** (Writer) BJ Global Direct '10  
**KIYOSEKI II – K-Styler** (Writer) TriStar Inc '10  
**FIRMA-FACE** (Writer/Prod/Director) Serious Skin Care '09/'10

**ATTACKING ANXIETY & DEPRESSION** (Writer/Prod) Midwest Center '09  
**ULTRAFLEX** (Concept/Writer/Prod/Director) ClearVision '09  
*Winner of BRONZE TELLY AWARD 2010*  
**AMINOGENESIS** (Writer/Prod/Director) Pinnacle '09  
**JENNY CRAIG** (Writer/Prod/Director) Jenny Craig '08/'09/'10  
*Winner of CLASSIC TELLY AWARD 2009*  
**HYDRODERM** (Writer/Prod/Director) Pinnacle Prods '08  
**DERMACIA III** (Writer/Prod/Director) Dermacia '07  
**HOT LEGS** (Writer/Prod/Director) Legacy Formulations '07  
**REJUVAWAND** (Writer/Prod/Director) for Hawthorne Direct '07  
*Winner of MARCOM Platinum Award 2007*  
**HONEYWELL** (Writer) Chop Shop '07  
**KIYOSEKI PRO STYLER** (Writer/Testimonial Director) STS '07  
**SHAPELY SECRETS** (Director *Woman-on-the-Street/Jeans Challenge*) Savvier '06  
**NOVA SKIN CARE SYSTEM** (Writer/Prod/Director) for Hawthorne '06  
*Winner of MILLENNIUM Bronze Award Spring 2007*  
*Winner of MARCOM Platinum Award 2007*  
*Winner of First Place BLINGY Award 2007*  
**BATH & BODY WORKS/DR. WEXLER** (Writer/Dir) – STS '06  
**VELFORM TRIPLE ACTION STYLER** (Writer) RCA Films – '06  
**DERMACIA I & II** (Writer/Producer/Director) Dermacia '05/'06  
**MURAD ACNE COMPLEX** (Co-Writer) Murad 05  
**EPICLEAR** (Writer/Producer/Director) for Hawthorne Direct '06  
**HEART SMART** (Writer) American Scientific Research. '05  
**ERNO LASZLO** (Writer) STS '04  
**WINNING IN THE CASH FLOW BUSINESS** (Writer) STS '04  
**BEST OF ALL MALL** (Writer/Producer/Director) '04  
**TRUE CERAMIC PRO** (Producer/Testimonial Director) – '04  
**HYDRODERM BEVERLY HILLS** (Writer/Dir) – eUniverse – '04  
**EUROPRO STEAM IN A BOTTLE** (Writer) EuroPro '04  
**BARE ESCENTUALS II** (Writer) STS – '03  
**CLEAR FACTOR** (Writer/Assoc. Producer) STS – '03  
**HAIRAGAMI** (Producer/Director) STS - '03  
**AB LIFTER PLUS II** (Assoc.Producer/Director) STS – '02  
**SONIX SYSTEMS** (Assoc. Producer) Future Thunder Prods – '02  
**DUSTTAMER** (Writer/Assoc. Producer) Future Thunder – '02  
**NIGHT RADIANCE** (Writer/Producer/Dir) Lamas Int'l. - '02  
**FLEXMASTER PRO** (Writer/Producer/Dir) Parrs Products – '02  
**HOLLYWOOD CELEBRITY DIET II** -(Writer/Prod/Dir) –WC- '02  
**BARE ESCENTUALS I** (Writer) STS – '01  
**REVITACEL** (Writer) Biogime – '01  
**BACKFLEX** (Co-Producer) STS – '01  
**AB-LIFTER I with KATHI SMITH** (Writer) – '01  
**T-FAL COOKWARE** (Writer) STS – '00  
**BODY BLADE** (Co-Writer) STS – '00  
**TWIST-A-SIZER** (Writer) Reliant Int'l. – '00  
**THE SEE CLEARLY METHOD** Frederiksen TV – '00  
**RAPID GRILL EXPRESS** (Writer) CDTV – '00  
**BAREFOOT SCIENCE** (Writer) Barefoot Science – '00

**REJUVICARE** (Writer/Producer) Waldorf-Crawford – ‘00  
**CHANGES** (Writer/Producer) Waldorf-Crawford – ‘00  
**SANYO DIRT HUNTER** (Writer) STS – ‘99  
**SHARP SUPER-CHARGED TWIN ENERGY VACUUM** (Writer) – ‘99  
**THE 48 HOUR HOLLYWOOD CELEBRITY DIET** (Writer) Spectrum ‘99  
**TORSO TRACK** (Writer) STS ‘98 –  
*Winner ERA Best Talk Show ‘99*  
*ERA Best Writer ‘99 Nominee*  
**CARUSO MOLECULAR STEAM HAIRSETTER** (Writer/Prod) STS’98  
*ERA Best Talk Show 1999 Nominee*  
**PROFILE TONER** (Revision Writer/Prod.) STS – ‘98  
**LE NICE COOL BLUE** (Writer/Producer) STS ‘98  
**PURE SKIN RENEWAL** (Writer) Banyan Prods ‘98  
**BIOROCKER** (Writer) Banyan Prods ‘97  
**BIOSLIM** (Co-Writer) Thane International ‘97  
*ERA Nominee ‘98*  
**ORBITREK** (Writer) Thane International ‘97 *ERA Nominee 98*  
**CORONADO SKIN** (Writer) ProVideo Prods ‘97  
**IDYLLWILD JAZZ IN THE PINES** (Writer/Prod/Dir./Host ‘97)  
**QUICSHINE 99** (Co-Writer) Thane ‘97  
**SPACE WALKER** (Writer) Interwood Int’l. ‘97  
**ALPHAMAX** (Co-writer) Thane ‘96  
*ERA Nominee 1997*  
**TRASH OR TREASURE** (Writer) Winning Products ‘95  
**MAKING \$\$ ON THE INFO-SUPERHIGHWAY** (Writer) ‘95  
**LIGNE DE VIE** (Writer/Producer) USADirect ‘94  
**TELESHOP VIDEO SHOWCASE** (Writer/Host/Producer) ‘92  
**HOW TO REPAIR/RE-ESTABLISH YOUR CREDIT** (Writer) ‘89

**SHORT FORM 5:00/3:00/1:20/:90/:60/:30/:10 DRTV MiniMercials/  
 Commercials/Product Demonstration/Web/Social Media Videos**

**HAZUKI MAGNIFYING GLASSES** (Writer/Prod/Dir) Hazuki ‘16  
**THE WISP Kickstarter Video** (Writer/Prod/Director) Wisp Industries ‘16  
**SILK’N REVIT** (Writer/Prod/Director) Silk’n ‘15  
**SILK’N FLASH&GO EXPRESS** (Writer/Prod/Director) Silk’n ‘15/’16  
**REMINGTON iLightPro** Shaser ‘15  
**pocketWISP** (Writer/Prod/Director) Wisp Industries ‘14  
**DERMAWOW** (Writer/Prod/Director) Revenue Solutions ‘14  
**TOUCH N LIFT** (Writer/Prod/Director) Ex-It Medical Devices, ‘14  
**THE DIGNITY TOWEL** (Writer/Prod/Director) The Dignity Towel ‘13  
**THE WISP GOLF** (Writer/Prod/Director) American Telecast ‘13  
**THE WISP FLOOR CLEANING SYSTEM** (Writer/Prod/Director)Wisp Industries ‘13  
**me SMOOTH** (Re-edit) Syneron ‘13  
**HYDROHEEL** (Co-writer/Director) ClassiTech ‘13  
**10 SECOND TAN** (Writer/Producer/Director) Savvier ‘12  
**TANDA ZAP** - (Writer/Producer/Director) Syneron Beauty ‘13  
**REMINGTON I-Light PRO** – (Writer/Producer/Director) Hawthorne Direct ‘12  
**3 SERIOUS SKIN CARE SPOTS** (Writer/Producer/Director) ‘11  
*EYETALITY, REPLICATE & RENEW, LIGHT FRAXION*  
**PREHISTIN** (Writer/Producer/Director) Cobalis, Inc., ‘11

**SPEED WAVER** (Writer) STS '10 **GOLD WAND** (Writer) STS '10  
**LA FRESH ECO-WIPES** (Writer/Producer/Director) La Fresh Group '10  
**SLIQUE** (Writer/Producer/Director) Innovative Cosmetics '10  
**JENNY CRAIG** (Writer/Producer/Director) Jenny Craig '10  
**POSITIVE MOOD** (Writer/Producer/Director) The Midwest Center '09  
**DISKERASER** (Writer/Producer/Director) ComTech '09  
**WRINKLE ROLLER 3X** (Writer/Producer/Director) IdeaVillage '09  
**LUMINOUS LASHES** (Writer/Producer/Director) Beautiful Eyes '09  
**THE MAGIC FOOT MASK** (Writer/Prod/Director) IdeaVillage '08  
**HYDRODERM** (Writer/Prod/Director) Pinnacle '08  
**DERMACIA** (Writer/Prod/Director) Dermacia '08  
**STUNNING LASHES** (Writer/Producer/Director) Cirtran '08  
**HOT LEGS** (Writer/Producer/Director) Vertical Branding '07  
**THE PERFECT SHOWER & BATH** (Writer) Hawthorne '06  
**EPICLEAR** (Writer/Producer/Director) Symphonix LLC – '06  
**REVESTRA** (Director) Bulletproof Prod's. '06  
**SMART 401K** (Director) Bulletproof Prod's. '06  
**PENN FOSTER CAREER SCHOOL** (Writer) for Hawthorne Direct '05  
**The BUST MASTER** (Writer) Savvier, Inc. '05  
**CROSS CRUNCH** (Writer) Savvier, Inc. '05  
*unbelievable* **AGELESS WOMAN with Cheryl Tiegs** (Writer/Producer) '05  
**HOLLYWOOD PRESCRIPTION with Paris Hilton** (Writer) '05  
**HYDRODERM** (Writer/Producer/Director) '05  
**CASHMAKERS** (Writer/Producer/Director) '04  
**LINTAWAY** (Writer/Producer/Director) '04  
**HAIRAGAMI** (Writer/Producer) '04  
**NATURE'S CURE** (Writer/Producer) '04  
**HD VISION** (Producer/Director) IdeaVillage '04  
**RESTORE-A-FLOOR** (Writer/Producer/Director) '02  
**SEPTIC MAGIC** (Writer/Producer/Director) '02  
**PETS TALK** (Writer/Producer/Director) '02  
**FORMULA GC** – (Writer/Producer/Director) '02  
**GLOWLITE** – (Writer/Producer/Director) '02  
**CHARTER CABLE** – (Writer/Producer) '02  
**WORLD-CLASS FISHING w/Greg Norman** '01  
**ZENATRIM** – (Writer/Producer/Director) '01  
**FULL eCOM** – (Writer/Producer/Director) - 00  
**LENNY WILKENS LEGACY BASKETBALL CLINIC** '00  
**CLEAN IN A MINUTE** – (Writer/Producer/Director) '00  
**PIT STOP** – (Writer/Producer) '00  
**BE SURE** – (Writer) STS '00  
**PURITAN'S PRIDE** – (Writer) STS '99  
'02 **HAIRAGAMI INSTRUCTIONAL VIDEO** – (Writer/Prod) '02  
'03 **QVC On-Camera Presenter**  
95/97 **MET (Merchandise Entertainment Television)**, San Diego CA  
On-Camera Host for 30+ half-hour national home shopping programs  
**TELESHOP VIDEO SHOWCASE**, SD CA Creator /On-camera Host  
**WEBISODES - JENNY CRAIG Webisodes 2008-2010** (Prod/Director)  
*Winner of Silver and Bronze TELLY AWARDS*

**ADDITIONAL EXPERIENCE**

**MAUI PRODUCTIONS, Westlake CA.**

On-Camera Host – *Incredible Breakthroughs*

**THE WALDORF GROUP, Los Angeles CA.**

National promotion, cross-promotion, consumer contests, liaison for retailers, artists and manufacturers for Warner Bros., CBS, EMI, MCA. Industry trade shows. Video clients included MCA.

**HOME SHOPPING NETWORK. Writer/Producer and**

Manufacturer of Greeting Songs, hit DRTV audio gift product.

Wrote and produced HSN theme song

**SAKS FIFTH AVENUE, New York.**

Produced multimedia show for annual SAKS benefit. Projected 5-story images featuring top fashion designers on SAKS Fifth Avenue facade. Secured Network TV News coverage.

**IMAGE WEST, LTD., Studio City CA.**

Produced computer animation, including graphics package for KNBC TV, LA CA

**BIG WALL ART EXHIBIT, Los Angeles CA.**

Creator/Producer - Projected 6 story images featuring historic Olympics art provided by Int'l Olympics Committee onto Playboy Bldg Sunset Blvd. during LA Olympics.

**LIVE AID CONCERT, Los Angeles CA.**

Established and produced major coast-to-coast national radio promotion for live event.

**21st CENTURY STUDIOS, Glendale CA**

VP Marketing. All aspects of video production, client/ad agency.

**COLUMBIA PICTURES, Los Angeles CA.**

Secured pieces of Skylab from Alabama Space and Rocket Museum for consumer contest prize.

**'US' FESTIVAL.**

Set up national radio promotion in 37 markets. Sponsor tie-ins

**ASTRALVISION 3D, Los Angeles CA. VP Marketing.**

Sold millions of 3D glasses with sponsored ad agency/producers/cable/pay TV.

Developed new 3D toys for *TOY FAIR*. Coordinated 3DTV broadcasts with sponsor.

**NEUTROGENA CORP, Los Angeles CA.**

Composed, produced and performed two national radio jingles.

**EDUCATION**

Northwestern University

**ORGANIZATIONS**

Electronic Retailing Association (ERA)

DRMA

Women in Direct Response, Int'l.

Charter member/Board of Directors of So. CA

Board member/International Board of Directors

**LECTURER**

**UNIVERSITY OF SOUTHERN CA**

Guest lecturer on New Media

**MUSEUM OF SCIENCE AND INDUSTRY, LA, CA**

Seminars on New Media and PR

**ERA** – Speaker, Moderator, Annual Awards Judge

**98/16**

**WALDORF CRAWFORD LLC**

Direct Response Production & Marketing

Catalog Product Placement

Web Design & Hosting

QVC/HSN product placement

**REFERENCES AVAILABLE UPON REQUEST**