

MARCIA WALDORF

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CONFIDENTIAL C.V.



EDUCATION

Northwestern University

ORGANIZATIONS

ELECTRONIC RETAILING ASSOCIATION (ERA)
WOMEN IN DIRECT RESPONSE, INT'L.
Charter member/Board of Directors of So. CA
Board member of International Board of Directors

LECTURER

UNIVERSITY OF SOUTHERN CA, LA, 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

94/11

WALDORF CRAWFORD LLC
DRTV Production & Marketing
Catalog Product Placement
Website Design & Hosting
QVC/HSN product placement

WEBISODES - JENNY CRAIG *Webisodes* 2008-2010 (Prod/Director)
Winner of Silver and Bronze TELLY AWARDS 09

WRITER/PRODUCER/DIRECTOR Half-Hour Infomercials

“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 Direct ‘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) The 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' and '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 Worldwide – '99
 "TORSO TRACK" (Writer) STS '98 –
Winner ERA Best Talk Show 1999
ERA Best Writer '99 Nominee
 "CARUSO MOLECULAR STEAM HAIRSETTER" (Writer/Producer)
 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 DRTV Mini-Mercials/Commercials:
3 SERIOUS SKIN CARE SPOTS (Writer/Producer/Director) '11
 "EYETALITY"
 "REPLICATE & RENEW"
 "LIGHT FRAXION"
 "PREHISTIN" (Writer/Producer/Director) Cobalis, Inc., '11
 "SOSADERM" (Writer/Producer/Director) Leverage Direct, 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

 "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
 "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

 '97 ON-CAMERA HOST/IDYLLWILD JAZZ IN PINES Infomercial

 '03 QVC On-Camera Presenter

 95/97 MET (Merchandise Entertainment Television, San Diego CA
 On-camera Host/30+ half-hour national home shopping programs
 TEleshop VIDEO SHOWCASE, San Diego CA On-camera Host

PAST CLIENTS

RON MIZIKER & CO. Los Angeles CA.
 Creative consultant to producer of Opening celebration show for
 "The World Cup" at Pasadena Rosebowl
 "Very Special Arts Festival," Washington, DC. ('89)

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 (89/90)

SAKS FIFTH AVENUE, New York.
Produced multimedia show for annual SAKS benefit. Projected 5-story images of 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, Los Angeles CA

BIG WALL ART EXHIBIT, Los Angeles CA.
Creator/Producer - Projected 6 story images onto Playboy Building on Sunset Blvd. during LA Olympics presenting historic Olympics art provided by International Olympics Committee.

LIVE AID CONCERT, Los Angeles CA.
Set up major 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 sponsor tie-ins. Radio/TV/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.

3 DECADES AS INDY PRODUCER.
Radio/TV commercials, TV shows, ad campaigns, videos, feature films, composer/arranger with over 60 songs recorded, films, TV. On/Off-camera spokesperson/voiceovers.

REFERENCES AVAILABLE UPON REQUEST