

MARCIA WALDORF

P. O. Box 771

52965 Cedar Crest Drive

Idyllwild, CA 92549

Phone (951) 659-2580

FAX (951) 659-3700

Cell (714) 305-6167

E-Mail: marcia@waldorfcrawford.com

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, International Board of Directors

LECTURER

UNIVERSITY OF SOUTHERN CA, LA, CA

Guest speaker on New Media

MUSEUM OF SCIENCE AND INDUSTRY, LA, CA

Seminars on New Media and PR

**ERA – Speaker, Moderator, Annual Awards Judge,
2008 Awards presenter**

94/08

WALDORF CRAWFORD LLC

DRTV Production & Marketing

Catalog Product Placement

QVC product placement

WRITER/PRODUCER/DIRECTOR Half-Hour Infomercials

“JENNY CRAIG” (Writer/Prod/Director) Jenny Craig 08

“AMINOGENESIS” (Writer/Produ/Director) Pinnacle 08

“DERMACIA III” (Writer/Prod/Director) Dermacia 07

“ULTRAFLEX” (Concept Creator/Producer/Director) Mindpix 08

“HOT LEGS” (Writer/Prod/Director) Legacy Formulations 07

“REJUVAWAND” (Writer/Prod/Director) Hawthorne 07

Winner of MARCOM Platinum Award 2007

“HONEYWELL” (Writer) Chop Shop 07

“SHAPELY SECRETS” (Director ‘Woman-on-the-Street’ and ‘Jeans Challenge’) Savvier 06

“NOVA SKIN CARE SYSTEM” (Writer/Prod/Director) Hawthorne 06

Winner of MILLENNIUM Bronze Award Spring 07

Winner of MARCOM Platinum Award 2007

Winner of First Place BLINGY Award 2007

“VELFORM TRIPLE ACTION STYLER” (Writer) RCA Films - 06

“DERMACIA I & II” (Writer/Producer/Director) Dermacia 05/06

“EPICLEAR” (Writer/Producer/Director) Hawthorne Direct 06

“HEART SMART” (Writer) American Scientific Res. 05

“MURAD ACNE COMPLEX” (Writer) Murad 05

“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) - 04
 “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
 “REVITACEL” (Writer) Biogime - 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 ‘99
 ERA Best Writer ‘99 Nominee
 “CARUSO MOLECULAR STEAM HAIRSETTER” (Writer/Producer)
 STS ’98 *ERA Best Talk Show ‘99 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 ‘97
 “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

1:20/:90/:60/:30 DRTV Commercials, including:

- “THE MAGIC FOOT MASK”** (Writer/Prod/Director) Telebrands 08/09
“HYDRODERM” (Writer/Prod/Director) Pinnacla 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. 2006
“SMART 401K” (Director) Bulletproof Prod’s. 2006
“PENN FOSTER CAREER SCHOOL” (Writer) Hawthorne 2005
“The BUST MASTER” (Writer) Savvier, Inc. 2005
“CROSS CRUNCH” (Writer) Savvier, Inc. 2005
“unbelievable” AGELESS WOMAN with Cheryl Ties
 (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
“PUR MINERALS” (Writer/Producer) - 03
“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

- '94 **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)
- '91/94 **MAUI PRODUCTIONS,** Westlake CA.
On-camera guest host of "*Incredible Breakthroughs*"
- '87/91 **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.
- '89 **HOME SHOPPING NETWORK.** Writer/Producer and
Manufacturer of "Greeting Songs," hit DRTV audio gift product.
Wrote and produced HSN theme song (89/90)
- '88 **AUDIO RENAISSANCE TAPES,** Los Angeles CA.
PR for books on tape publishing company. TV appearances
"AM L.A.," "GOOD MORNING AMERICA". Secured first audiotape
reviews in new age publications.
- '87 **SHEFFIELD LAB,** Santa Barbara CA.
Set up national retail/radio promotion for a 3 CD classical music
package w/major music retail chains/radio stations nationwide.
- 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.
- '85/86 **IMAGE WEST, LTD.,** Studio City CA.
Produced computer animation, including graphics package for
KNBC TV, Los Angeles CA
- '84/85 **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 the national radio promotion.
- 21st CENTURY STUDIOS,** Glendale CA
VP Marketing. All aspects of video production, client/ad agency.

- '83 **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
with radio stations and music retailers.
- '82/83 **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 Fotomat.
Designed corporate brochure.
- '79/81 **ENTERTAINMENT INDUSTRIES**, Los Angeles CA.
Marketing/importing/mfg videogames at peak sales time.
- '77/78 **NEUTROGENA CORP**, Los Angeles CA.
Composed, produced and performed two national radio jingles.
- OVER 3 DECADES AS INDEPENDENT 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.
- WRITER "TENNIS SHOW USA" Host - Roscoe Tanner '96**

REFERENCES AVAILABLE UPON REQUEST