

Mrs. Marasuba T. Granderson
2680 North Grand Ave
Covina, CA. 91724
626-332-3186 / 626-221-6867

PROFESSIONAL EXPERIENCE:

Fulcrum Financial, Inc. (Covina, CA) Jan '01 – Present
President

- Loan Originator for both residential and commercial properties; refinance and construction loans.
- Sourcing warehoused and wholesale loans.
- Development and cultivating of realtor, investor and bank relationships.
- Specializing in the Sub-Prime and Hispanic Market.

EZ MORTGAGE, INC. (Los Angeles, CA) Jan '00 – Jan '01
Loan / Financial Consultant

- Loan Originator for both residential and commercial properties; refinance and construction loans.
- Sourcing warehoused and wholesale loans.
- Development and cultivating of realtor, investor and bank relationships.
- Specializing in the Hispanic Market.

THE WALT DISNEY COMPANY: BUENA VISTA INTERNATIONAL Burbank, CA.
Marketing Supervisor Jan '99 – Dec '00

- Direct Creative Service Liaison with Latin American / European Distributors.
- Participate in Overall Strategy Meetings for Marketing and Publicity campaigns.
- Create film breakdowns that include Billing, Legalese, Synopses, 1-line Schedules, Agent List, Talent List and Overview of film.
- Liaison with Domestic Publicity and Marketing Departments for Audio Visual and Key Art Materials.
- Execute Acquisition Agreements for all print material.
- Develop and approve copy for trade ads and sell sheets.
- Approve color patches, cromalins, and Press Checks.
- Research and development for upcoming films.
- Coordinate production of materials and projects with print and video vendors, agencies, dubbing houses, and photo labs.
- Oversee distribution of : trailers, TV spots, EPK's, Making Of's, 35mm Images, Press Kits, Etc.
- Produce Publicity, Marketing, and AV status reports
- Liaison with International Promotions department.
- Supervise Video Vault and Territory Field Video Log and Reels
- Assemble all Special Presentation Video Reels, organize special shoots, and execute special project film research.

HOTEL WILSON (Paris, Portugal, London) Nov '96 - Jan '99
Public Relations Manager

- Responsible for guest relations and affairs.
- Build and maintain relationships with city officials and private sector.
- Devise marketing strategies, special promotions and incentive programs.
- Provide public and cultural community services and activities.
- Design / Develop entertainment and social events for all ages.
- Hotel liaison for local and city involvement.
- Create and maintain calendar of social events, programs, and activities.
- Produce informational materials on local cultural and recreational events.

EXECUTIVE / PERSONAL MANAGER TO MUSIC ARTIST

Oct '95 - Sept '96

- Provide extensive personal and managerial support for high profile urban music personality.
- Supervise / manage album promotions, special appearances, tours, music videos and all public relations.
- International / foreign affairs liaison - schedule meetings, arranged tours, fashion shows, and social events.
- Oversaw publicity events, special appearances, .
- Maintain/schedule calendar of meetings, bookings, all travel arrangements, luncheons, and social events.
- Liaison between artist and publicists, managers, creative agencies, and production companies.
- Accompaniment on all travel.
- Negotiate and coordinate hiring of creative staff , crew, and security for music videos and special shoots.
- Creative and visual input for music videos and photo shoots - styling, wardrobe, and location sites.

LA GEAR

Santa Monica, CA Nov '94 - Oct '95

Senior Marketing and Product Development Manager

- Responsible for the research, marketing and the development of six lines.
- Construct development packages - write specs, correct shell and blue print patterns, source materials, and correspond with Orient and other overseas offices.
- Research and preparation of margin productivity reports for top management requiring involvement in both internal and external analysis.
- Implementation of creative and advanced marketing concepts and technologies (i.e. LA Lights).
- Accountable for all production revisions - correct upper patterns, molds, and product specifications.
- Oversee production development and manufacturing in the Far East.

CELS ENTERPRISES, INC.

Los Angeles, CA Jan '94 - Aug '94

Product Development Manager

(Reason for Leaving: Law School)

- Component and Construction Coordinator responsible for overseas production.
- Responsible for negotiating f.o.b pricing out of foreign manufacturing facilities.
- Assisted with factory operations and scheduling in the United States.
- Devised and installed a compiled and composed filling system of international uniform in accordance with supporting manuals.
- Headed the research and development of new product and marketing programs.

SAM & LIBBY

Los Angeles; New York Aug '89 - Jan '94

Operations Manager / Senior Buyer (Marketing Manager / Product Development)

- West Coast Executive responsible for the marketing, development, and productivity of the Beverly Center and Vacaville divisions; as well as liaison with all corporate retail buyers.
- Responsible for vendor negotiations, budgets, and merchandising programs.
- Accountable for the implementation of devised plans and conducted programs determining consumer reactions towards future products.
- Coordinated with Sam and Libby Edelman on innovative product development concepts for European distribution.
- Assisted in the establishment of the Mexico City division.
- Head Director Public Relations with all foreign buyers.

EDUCATION:

Loyola Marymount University Los Angeles, CA. 1994

- Bachelor of Arts Degrees: Political Science / International Business GPA 3.75
- Minors: Minority Politics
- Activities: University Senator, Chief Editor of Campus Newspaper, and member of M.E.C.H.A.

UCLA Extension - Los Angeles, CA.

- Courses in production sound and recording engineering.

Real Estate License: Completion of Principles and State Exam.

SPECIAL SKILLS:

- Languages: Spanish, Portuguese, French, Italian, & English
- PR Skills: Public and foreign relations, public speaking
- Travel: Extensive travel throughout Europe and Asia
- Computer Skills: Proficient with IBM and MAC, CAD and SUN systems, Lotus, Excel, MS Word, WordPerfect, Windows, Electronic Mail, Netscape.