

# Michele Abrams Project Portfolio

**InspireNotes: Publisher of inspirational content online and on note pads, pens & journals.**

[www.InspireNotes.com](http://www.InspireNotes.com)

- Founder and Producer
- Wrote all website content, created brand/logo, manage artistic direction
- Manage sales, marketing, social media, production, PR and partnerships
- Manage public relations and media relationships
- RESULT: Content and products that inspire people to live joyfully in the moment

**Cjazz: Jazz music promotions company**

[www.Cjazz.com](http://www.Cjazz.com)

- Founder and Executive Producer
- Wrote all website content, created brand/logo, manage artistic direction
- Manage sales, marketing, social media, production, PR, and partnerships
- Execute media buys; write, produce and voice radio spots
- Oversee the production of live events from pre-to-post
- RESULT: Promotional & fundraising vehicle for corporations and non-profit organizations

**The Cjazz Lounge at the Grand Hyatt Hotel Bellevue, WA**

- Created a branded music venue within the Grand Hyatt Hotel
- Secured strategic partnerships and revenue-based sponsorships
- Managed marketing, advertising and emceed weekly shows
- Managed media buys, produced and voiced radio spots
- Booked talent, managed vendors and negotiated contracts
- RESULT: Increased revenues and brand awareness for the Grand Hyatt Hotel

**Fine New Homes: Real Estate TV Show**

- Wrote, produced and co-hosted Seattle based Real Estate TV show
- Managed business development and strategic partnerships
- Managed media relationships with KING 5 TV and KONG TV
- RESULT: Home builders experienced measurable traffic increase at their communities

**Cyberline Northwest: Technology TV Show**

- Wrote, produced and hosted Seattle based Technology TV show
- Interviewed top innovators of the Internet industry.
- Wrote and produced show segments
- RESULT: Educated and entertained consumers

**Seattle Super Sonics Basketball: Half-Time Live Music Program**

- Developed and managed a new live entertainment program for Key Arena, Seattle WA.
- Scouted and booked music artists to play, managed contracts
- Program yielded a 25% increase in food and beverage sales
- RESULT: Increased revenues and a heightened level of excitement at half time

**Jazz on the Shores: Fundraiser for the YWCA of Kauai, Hawaii**

- Developed, planned and executed fund raising concerts
  - Managed entire project from inception to completion
  - Secured and managed advertisers and vendors
  - Produced and voiced radio and television spots
  - RESULT: Raised awareness and funds for the YWCA of Kauai
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