



# Barbara Zawlocki

*Creative Director, Account Executive*

## Profile

A Creative Professional with over 20 years of experience in identifying revenue growth opportunities in the media and publishing industries. Adept at quickly understanding client needs and developing content and services that match client requirements resulting in consistent performance as a top revenue generator. Developed and nurtured relationships with over 400 clients and collaborated in the birth or evolution of over 30 publications across various industries.

## Mission

To provide creative vision, content development, revenue growth and/or branding for trend lifestyle media companies, publications, web platforms, products and/or unique niche opportunities. Leveraging skills in:

- Content Creation
- Design
- Distribution
- Sales

## Account Highlights



## Contact Me

**Email:**  
bzimedia@gmail.com

**West:**  
Beverly Hills, CA 90211  
(323) 337-3333

**East:**  
New York, NY 10016  
(917) 940-5100

## Endorsements

"Barbara has a unique 360 degree understanding of media. From ideation, to mixed media approaches, to production, to closing the deal.

She brings an entrepreneurial spirit that always turns an idea into a reality."

Nelson Anderson,  
Vice-President, Creative  
Penske Media Corporation

## My Pet Project

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



## Education

### New York University

Bachelor of Arts  
Founders Honor Award  
Top 10% of class

### Manhattan School of Music

Opera & Piano

## Experience

### BZI Media Services 1993-Present

Titles Held: **President, National Advertising Director, Producer, Publisher**

#### Accomplishments:

Spearheaded the development of a unique video pet celebrity magazine and consistently secured new business, accounts, and revenue growth for clients.

**Clients Include:** Lick Magazine, Flaunt Magazine (featured, see details below), Soma Magazine, Creem Magazine, San Francisco Magazine, Condé Nast's Self Magazine, Beverly Hills Lifestyle Magazine, Iron Horse Magazine, Contents Magazine, Prison Life Magazine, South Beach Magazine, Green Street Scene Web, and others

Network including: Global Climate Summit Channel, Only You Can Save Energy web channel, and the Hollywood Green Live event series and web channel.

### Flaunt Magazine 2001-2012

Titles Held: **Publisher, Associate Publisher, National Ad Director, National Media Representative**

**Accomplishments:** #1 Revenue Producer responsible for \$1.6 Million annual revenue based on page values averaging \$8,000 per page. Forte in New Business Development and creation of Custom Creative and Spectacular In book Client Projects, Execution of Big ideas and events.

### Detour Magazine, Inc. 1993-2001

Titles Held: **Publisher/Associate Publisher/National Ad Director**

**Accomplishments:** #1 Revenue producer generating up to 80% of publications advertising revenue each year, increasing publication's revenues from \$200k to over \$4M annually. Created and executed advertiser related promotions branding and "added value" events.

### Andy Warhol Enterprises 1982-1992

#### Interview Magazine

Titles Held: **Western Advertising Director, National Circulation Director**

**Accomplishments:** # 1 Western revenue producer and #2 in national sales every year. Responsible for growing "all advertising categories" along with creation and execution of advertiser related promotions. Managed and restructured national and overseas circulation, expanding circulation account list to include major retail book chains, eastern newsstands and key airport locations. Increased circulation sales 40%.

### ZIFF Davis Publishing Company 1980-1982

**Modern Bride, Popular Photography, Psychology Today, Skiing, Stereo Review, Cycle, Car & Driver, Flying, Boating and Yachting**

Titles Held: **North East Regional & New York Metro Single Copy Sales Manager**

**Accomplishments:** Overseeing the marketing and single copy sales performance of 14 titles and annuals in eight states and eastern Canada.

## Publications

### Endorsements

"I have worked with Barbara for over 20 years and she is one of the best media people I have worked with in the industry.

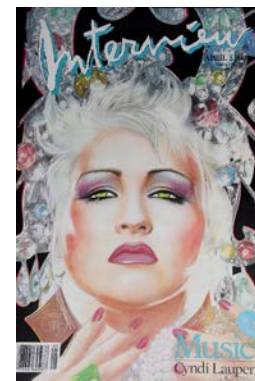
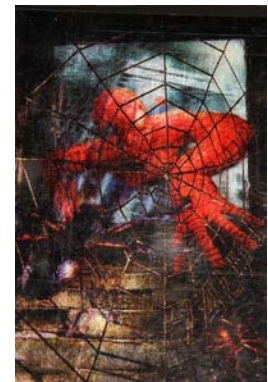
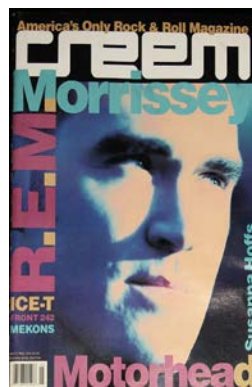
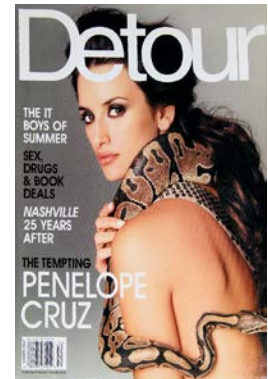
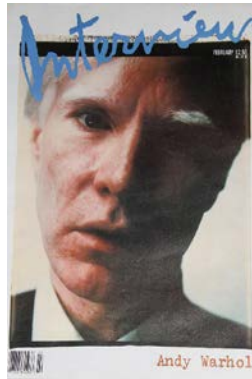
Michael Davis  
President & Founder  
MichaelDavisPhoto.com  
& Press Director at  
Agave Denim

"Barbara is the consummate professional...creative, thorough, detail-oriented, enthusiastic, and dedicated. If you are so fortunate to have her in your corner, you need not worry."

Marianne K. Butner  
Founder & Owner  
PetroSexual Online

"Barbara has been a reliable, enthusiastic, professional colleague helping SOMA magazine secure iconic National Ads such as BMW, Perrier Water, American Spirits, and many more."

Ali Ghanbarian  
Publisher, Editor-in-Chief  
SOMA Magazine



## Interests

Yoga, Dance, Gardening, Singing, Piano, Art