

Boris Chernin

1843 Midvale Ave., #2
Los Angeles, CA 90025

310.429.7397

bchernin@gmail.com

EDUCATION

University of California, Irvine, Irvine, CA

Expected Graduation: 05/2009

Master of Business Administration, Marketing and Strategy

- Executive VP, Media & Entertainment Assoc.
- VP - Membership, Toastmasters Intl.
- Faculty Fellow

University of California, Santa Cruz, Santa Cruz, CA

06/2000

Bachelor of Science, Political Science; Minor in Economics

- UCSC Student Senator
- President, UCSC Politics Students Org.
- Host of top rated radio show
- Graduation Speaker

EXPERIENCE

Spike Digital Entertainment (MTV Networks), Santa Monica, CA

6/2009 – Present

Marketing & Business Development Consultant

- Executed SWOT analysis for several fledgling websites under the Spike Digital Umbrella
- Created and developed online marketing campaigns for numerous high-profile clients such as Sony, Microsoft and Nintendo
- Conducted stat and traffic analysis to identify trends and opportunities for growth
- Collaborated with and reported directly to senior management

DMX, Inc., Los Angeles, CA

02/2006 – 09/2007

Licensing Consultant / Consumer Product Manager

- Coordinated closely with programming department to create musical concepts for high-end retail & hospitality clients for both internet streaming and on-premise(s) use.
- Managed production and distribution for CD sales in alternative markets.
- Developed record label database that drove the royalty scheduling and distribution system for DMX.

MyKideo Online Viewing Services, Los Angeles, CA

12/2004 – 02/2006

Founder / CEO / Director of Sales & Marketing

MyKideo offered a streaming online webcast service that provided a direct visual link between the computers of parents with young children and their child's classroom or daycare center.

- Directed all aspects of strategy development and implementation; created corporate concept, mission and brand strategy.
 - conceptualized and wrote business plan; designed company technology and company website
 - planned and executed company's presence at trade shows and conferences
 - led sales and client prospecting efforts and penetrated initially resistant market

Enterprise Rent-A-Car, Los Angeles, CA

12/2000 – 01/2005

Account Executive, Rideshare Division

Inside/outside sales & marketing of rideshare program to large corporations;

- Adapted existing sales script to more effectively convey product value proposition; increased annual division sales 23%.
- Developed overall sales plan, set targets and strategy, and created advertising and marketing materials for new division.

Manager, Rental Division

Supervised 7-12 cross-functional direct reports

- Managed sales, customer service, accounts receivable; achieved or exceeded *all* target numbers *every* quarter.
- Directed over \$3million in asset allocation.

PERSONAL INTERESTS:

- Music (play bass in *Hot Pocket Vengeance* – the official Merage Business School band)
- Sports & other competitive activities (basketball, tennis, golf, trivia tournaments)
- Active in multiple social networking websites
- Finding, sharing and creating online user-generated content
- Reading adventure epics, science fiction and contemporary crime mysteries
- Conventional media (music, tv, film and video games)