

**CATHY RANKIN**  
**(PH) 602.410.7171**  
**email: bookings@cathyrankin.com**

**Summary of Skills and Objectives**

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Utilizing my leadership, communication and marketing skills, I can help maximize the success of progressive organizations that emphasize teamwork, quality of service and integrity. I am happy to perform in a wide variety of roles and functions from the big picture to the smallest detail or task. As a consultant, I also bring creative ideas, strategic direction and plan implementation to a wide variety of corporations based on proven business experience.

**Experience**

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**2007-Present (ongoing)**

*Marketing Consultant and On-Camera Host*

Marketing/Brand Consultant and Spokesperson to/for various companies nationwide. Includes contributing to overall strategic planning, brand messaging, as well as specific on-camera reporting, hosting, interviewing, writing, editing and creation of marketing communications plans and PR materials.

**2009-2017 - DG Enterprises**

*On-camera Host/Co-Editor/Marketing and Brand Strategy Specialist*

On-camera host, interviewer and spokesperson for various national infomercial shows, as well as website videos and on-line courses; involved pre and post production collaboration, formulating script ideas, editing scripts, meeting and interviewing various authors, CEOs and TV personalities. Also, assisted and collaborated in strategy sessions, taking minutes, project planning, script and course writing/editing/branding and video production, marketing communications and branding strategies, long term business planning.

**2004-2006 - iSportsTV**

*News Anchor/Reporter/On-Camera Personality and Program Host*

- Anchor/Host - Anchor for weekly News show, includes research and planning for content, as well as on-camera reporting/broadcasting, writing or editing scripts and branding messages, conducting interviews with athletes and business owners
- Writer - Writing and editing scripts, marketing materials, commercial/ad copy
- Spokesperson - On-Camera personality, participate in all major events, host various shows, conduct all interviews, interact with fans and audience, act as public face of the company for marketing and advertising campaigns
- Marketing Team - Contribute in all aspects of Marketing and Advertising development for Company

**1999-2003 • AZA Events • Scottsdale, AZ**

*Owner/CEO*

- Managed events, programs and destination services for corporate clients, from concept and theme to operations and post-program follow-up
- Tripled Sales Revenue in first year of ownership
- Increased client base by 25% per year
- Managed all administrative, marketing, legal and financial responsibilities
- Extensive sales and customer service experience working with existing clients, as well

as new sales and prospecting

- Managed permanent operations staff of four, contracted staff of 25+
- Developed and managed creative concepts and marketing tools for business, including web site, brochures, digital sales presentations, press releases
- Developed and implemented long-term strategic goals and objectives

**1995-1999 • AG Communication Systems/Lucent • Phoenix, AZ**

*Marketing Communications Manager, Trade Show Director - Public Relations Department*

- Responsible for \$1.5 million trade show, conference and customer event budget
- Managed marketing staff of four
- Co-member of ten-person Marketing Communications Team - Team responsibility for all external marketing communications, including; graphics, web site, PR, media, product brochures, direct mail campaigns, trade shows/conferences and events, sponsorships, internal marketing processes
- Acted as liaison for PR Department, working closely with all Sales Teams, Product Marketing and Executive Leadership Team

**1994-1995 • Motorola • Phoenix, AZ**

*Internship/Product Marketing Specialist/Product Marketing Support*

- Product marketing and trade show support
- Worked with Sales, Engineering and Product Marketing Departments

**Education**

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**Arizona State University • Tempe, AZ**

- BS Degree - Marketing, with minor in Political Science - Summa Cum Laude

**Accomplishments**

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**Selected for the Who's Who Annual Edition of Today's Arizona Woman 2000 (Million Dollar Club)**

**Named in Phoenix Business Journal's "The List" for Top Twenty Event Planners, 1999, 2000, 2001**

**Exceptional Performance Award - Marketing, Individual and Team 1996, 1997, 1998 - Lucent/AG Communication Systems**

**Technical Skills**

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Computer: Windows 10, Windows Office, Jobber Project Management Software, Type 60 words per minute

Writing: Extensive skills and experience in technical, creative and business writing, as well as editing/proofing

Excellent phone, front desk, organizational and interpersonal skills

# CATHY RANKIN SAG(e)

**Hair:** Blonde  
**Eyes:** Blue/Grey/Green  
**Height:** 5'2"  
**Weight:** 100  
**Measurement:** 34-22-34

**Ford Robert Black Agency**  
**4032 N. Miller Rd. Ste. 104**  
**Scottsdale, AZ 85251**  
**T: 480-966-2537 F: 480-967-5424**  
**www.cathyrankin.com**

## NATIONAL SHOWS/INFOMERCIALS

Weekly Soaps Roundup	Weekly Host	Soaps.com/SheKnows
Brickhouse.TV	Co-Producer/Host/Interviewer	Brickhouse.TV
National Association of Real Estate	Host/Interview	Remax
Debt Free For Life with David Bach	Host/Interview	Dean Enterprises
Profit from Real Estate with Dean Graziosi	Host/Interview	Dean Enterprises
Income Properties with Scott McGillivray	Host/Interview	Dean Enterprises/HGTV
Video Professor	Host/Spokesperson	Video Professor/QVC
Stratford Career Institute	Host	Mitch Wiggernhorn Marketing
Creating Net Wealth	Host	TNT
Stuck-On Tools	Host/Spokesperson	Marcum Media
Spinedex (Infomercial)	Host	Rheem Media
ILX Resorts (Infomercial)	Host	Point in Time Productions
Allow Card (Infomercial)	Host	All Pro Video
Revitalize with Dr. Ginger (Infomercial)	Host	Clear Vision Studios

## COMMERCIALS/SPOKESPERSON

Monday Night Football Opening Promo	Co-Star w/Leslie Nielsen	ABC
ESPN The Espy Awards Promo	Principal w/Curt Schilling	ESPN
Pro Sports Club	Principal	Rainer Ray, Director
Cox Communications Cable	Principal	Cox Studios
Cox Communications Phone	Principal	Cox Studios
Cox Communications Bundled Services	Principal	Cox Studios
Discount Engine Exchange	Principal	Discount Engine Mktg
Knockout Energy Drink	Principal	Locked Horn Productions
Dewars Whiskey	Principal	Chris LaMont, Director
Taylor Woodrow Homes	Principal	Redline Creative
Acura	Principal	Real World Media
Nissan	Principal	Spectrum Video and Film
Hyundai	Principal	Arrowhead Advertising
Suzuki	Principal	Diesel Marketing
Honda (television and radio spots)	Principal	Auto Media
Blimpie's	Principal	MFA Productions
Fort McDowell Casino	Principal	SMP Productions
Mazda	Featured	Trio Films
The Boom Room	Featured	MTV Asia/Europe
Arizona Lottery	Featured	EB Lane Advertising

## INDUSTRIAL (Partial List)

ProAthletesOnly/PAO TV	Host	Pro Athlete Media
Intel International Science Awards	Live Host	Event Link
K. Hovnanian Homes	Host	Larry John Wright Adv.
QualityStocks.Net	Host	Modavox Productions
Barrow Neurological Institute	Host	Spectrum Video
METI, Inc	Host	Az Virtual Studios
UNELKO	Host	AZ Virtual Studios
Grasshopper Golf	Host	Media Maven
VBN.TV	Host	VBN Productions
ISportsTV – BMX Bike Racing	Host/News Anchor	Out of the Box Media
AVI Communications	Host	Crew West
All Rewards	Host	D2 Productions
Power Ports	Host	Modavox Productions
Pixel Motion	Host	Spectrum Studios
ISO Performance	Host	Spectrum Studios
News for Life – Sonora Quest Labs	Host/Anchor	Dynatek Productions
Destination Cleveland	Principal (live performance)	Tim Fink Events & Media
CPG	Principal	Crew West
Albertson's Training Video	Principal	North by Northwest

Husker Auto  
Nordic Walking Video  
TableMax

Principal  
Principal  
Principal

Spectrum Studios  
SWIX  
MorePro Marketing

**TRAINING (partial list)**

Larry Moss Studios/Michelle Danner  
Mark Sikes  
Kim Thomson  
Ramona Richards

Technique Intensive/Film & TV  
Film and Scene Study  
Film/Television/Voice Technique  
Monologue Study/Film scene study

Los Angeles, CA  
Beverly Hills, CA  
Los Angeles, CA  
Phoenix, AZ

**SPECIAL SKILLS** Vocals (lead singer), horseback rider, skating, swimming, bowling, boxing, weightlifting, target shooting, knowledge of team sports, basic tennis, golf, pool, stick-shift driver, good with children/animals, guns, experienced host, news anchor, reporter; proficient with teleprompter, ear prompter, improvisation

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## FILMS

"Justice Served"	Supporting/Corrine	Marvin Young/Chris Lamont
"Netherbeast, Inc."	Supporting/Jewel Hightower	Ronalds Bros Productions
"Jolene"	Supporting/Susie	Dan Ireland, Director
"Alien Invasion"	Supporting/Julie	Joseph Mbah, Director
"Locker 13"	Lead/Lola	Bruce Dellis, Director
"The Graves"	Supporting/Valerie	Brian Pulido, Director
"The Salena Incident"	Lead/Gia Dante	Temple Hill Entertainment
"The Whistler"	Lead/Jaycee Hall	R2K Productions
"Purgatory"	Lead/Cara	Big Brain Pictures
"The Controller"	Supporting/Mrs. Master Chief	Cut Scene Productions
"Florence, AZ"	Lead/Laura	John Koop, Director
"Pieces of a Dream"	Lead/Lillith	R2K Productions
"Diablita"	Lead/Kimberly Libretta	Volare Films
"A Day in the Death"	Lead/Jane	Shirley Films
"Wild 7"	Featured	Beat Pirate Pictures
"Magenta"	Lead/Magenta	DIB Pictures
"REM"	Lead/Ariel	Big Brain Pictures
"Further Adventures of Dick Richard"	Lead/Space Lady	Reel Life
"A Day in the Life of A Priest"	Lead/Marge	Lucky Chance Productions

## TELEVISION

Maneater (Lifetime Miniseries)	Guest Star	Timothy Busfield, Director
Downside	Lead/Lisa Morrison	Dwight Brooks, Director
Eagle Falling(BBC Movie)	Guest Star	BBC Productions
Monday Night Football w/Leslie Nielsen	Co-Star (Emmy Nominated)	ABC Sports
Twin Palms	Featured	CW Network
The ESPY Awards Promo w/Curt Schilling	Featured	ESPN
America's Most Wanted	Principal	FOX
Accident Investigator	Principal	Discovery Channel

## HOSTING

BLK Live	Co-Producer/Host/Interviewer	Brickhouse.TV
26 <sup>th</sup> Annual Sports Emmy Awards	Host/Red Carpet Interviews	Out of the Box Media
Weekly Soaps Roundup	Host (soaps.com)	SheKnows.com Studios
The Daily Dish	Host/Interviewer (daily segment)	SheKnows.com Studios
The Motion DNA Show	Host/Interviewer/Reporter	CAI Television
Muhammad Ali Fight Night	Red Carpet Host/Reporter	Big Brain Productions
Jordin Sparks Superbowl Event 2008	Live Host	Skye Lounge
Hearts and Helmets 2008 Superbowl event	Red Carpet Host/Reporter	Goldmine Productions
iSportsTV	Live Host/Host/News Anchor	ISTV
Intel International Science Awards	Live Host/Interviews	Event Link
Destination T.V.	Host/Reporter	ABC Affiliate
News For Life - Sonora Quest Labs	Anchor/Host/Reporter	Dynatek Productions
Arizona Cardinals Pre-show	Guest Star	Fox Network
Rage in the Cage	Host/Commentator	UPN Network
Paranormal Matrix	Host/Reporter	Spectrum Studios

## COMMERCIALS (partial list)

Pro Sports Health Club	Principal	Rainer Ray, Director
Doritos	Principal	Artique Ad Agency
Cox Communications	Principal	Cox Studios
Taylor Woodrow Homes	Principal	Redline Creative
Acura	Principal	Real World Media

Nissan	Principal	Spectrum Video and Film
Suzuki	Principal	Diesel Marketing
Honda	Principal	Auto Media
Volkswagen	Principal	Motto Productions
Blimpie's	Principal	MFA Productions
Fort McDowell Casino	Principal	SMP Productions
The Boom Room	Featured	MTV Asia/Europe

**INFOMERCIALS (partial list)**

Real Estate Strategies Panel Show	Host/Moderator (National)	Dean Enterprises
Profit From Real Estate w/Dean Graziosi	Host (National)	Dean Enterprises
Debt Free for Life w/David Bach	Host (National)	Vision Strategies
Video Professor	Host/Spokesperson (National)	Video Professor/QVC
Stratford Career Institute	Host (National)	Mitch Wiggernhorn Marketing
Stuck-On Tools	Host/Spokesperson (National)	Marcum Media
Spinedex	Host	Rheem Media
ILX Resorts	Host	Point in Time Productions
Allow Card	Host	All Pro Video
Revitalize with Dr. Ginger	Host	Clear Vision Studios

**INDUSTRIALS (partial list)**

Barrow Neurological Institute	Principal/Host	Spectrum Video and Film
Unelko	Principal/Host	Az Virtual Studios
Social Intelligence	Principal/Host	Spectrum Video and Film
National Laser Institute	Principal/Host	Gaye Gilbert, Director
Meti Corporation	Principal/Host	Az Virtual Studios
Microbefree	Principal/Host	Az Virtual Studios
Destination Cleveland	Principal (live performance)	Tim Fink Events & Media
Albertson's Training Video	Principal	North by Northwest
Nordic Walking Video	Principal	SWIX
TableMax	Principal	MorePro Marketing
AVI Communications	Principal	Metro Studios
CPG	Principal	Crew West

**THEATER**

The Vagina Monologues	Opening Monologue	Scottsdale Center for the Arts
California Suite	Beth Hollander	Phoenix, AZ

**VOICEOVER**

Pro Sports Club :30	Principal	Rainer Ray, Director
DietBlends	Principal	KZON/101.5
Queso Good	Principal	Rock Star Productions
Unelko	Principal	Az Virtual Studios
Profit From Real Estate	Principal	Dean Enterprises

**TRAINING**

Larry Moss Studios/Michelle Danner	Technique Breakdown Intensive	Los Angeles, CA
Larry Moss Studios/Michelle Danner	Film and Television	Los Angeles, CA
Kim Thomson	Scene Study/Script Analysis	Hollywood, CA
Patrick Baca	Cold Read	Los Angeles, CA
Mark Sikes	Film/Television Workshop	Phoenix, AZ
Alan Feinstein	Scene Study/Cold Read	Los Angeles, CA
Gaye Gilbert	Commercial/Television	Phoenix, AZ
Faith Hibbs Clark	Commercial/Television/Film	Scottsdale, AZ
Ramona Richards	Cold Read/Monologue	Phoenix, AZ

**SPECIAL SKILLS**

Vocals (lead singer), horseback rider (English/Western), ice and roller skating, swimming, bowling, yoga, knowledge of team sports, stick-shift driver, good with children/animals, guns, target shooting, experienced Host, News Anchor, Reporter/Interviewer, proficient with teleprompter, improvisation, writing/editing