

BECK LEE

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SUMMARY

Accomplished strategic marketing and media relations executive with a track record for successfully building the business reach and reputations of diverse cultural groups, producers, and entertainment venues in film, theater, restaurants and nightclubs.

SKILLS

- Strategic marketing and media relations innovator
- Content producer with a background in broadcast, film and theatre production
- Creative supervisor and art director on a wide range of multi-media campaigns
- Seasoned cultural advocate with exceptional cross-group communications skills
- Customer interface and audience experience leader, project management experience
- Highly effective writer, speaker and brand advocate

EXPERIENCE

Nov 2022 to present

Cultural Fluency Initiative

Founder

Non-profit celebrates cultures of all kinds – both modern and traditional – as they manifest in local urban settings, including New York and the Twin Cities. Programming model combines performances and socializing between different groups to promote better cross-group communication and collaboration.

July 2018 to Oct 2022

Crooners Supper Club

Marketing and Community Relations Director

Guide all aspects of external and internal communications for a three-stage lakeside enterprise. Throughout the pandemic of 2020-22 Crooners, Crooners catapulted to a leadership position in the Twin Cities by providing safe, outdoor live-assembly opportunities. In this time Crooners was credited with perfecting a one-of-a-kind supper club entertainment and dining paradigm that is a modern updating of the Midwest supper club.

1994 to present

Media Blitz LLC

Founder/Director

Media Blitz has been recognized in the New York and national press for its ability to help drive growth for unique non-profits and cultural enterprises -- both by leading successful communications campaigns and by producing events and content that galvanize communities and audiences. Clients have included The Café Carlyle at the Carlyle Hotel, the Algonquin Hotel's Famous Oak Room, the Avignon-NY Film Festival.

CURRENT CLIENTS

Spiderwoman Theater Company (Brooklyn, NY)

Press and Tour Relations Representative

This Indigenous feminist theater collective founded in 1976 is enjoying a period of growth as it reaches back to its activist theater roots to reclaim, decolonize and restore the living and breathing legacies of Indigenous cultures. Planning is underway for Midwest tour of their current ensemble production "Misdemeanor Dream."

NY Irish Center (Long Island City, NY)

Press Rep and Marketing Advisor

A hub for culture and community enrichment serving a broadly diverse audience from its base in Long Island City, the NY Irish Center programs a wide variety of cultural events spanning film, theater, comedy, books and traditional and contemporary music.

Cross Border Orchestra of Ireland (Dundalk, Ireland)

Strategic marketing and press advisor

Serve as US press representative for the internationally recognize youth orchestra, formed as part of the peace initiative process in 1995. CBOI provides instrumental and orchestral training, and performance opportunities for hundreds of young people of all religious and ethnic backgrounds from all over Ireland, to nurture vital cross-border and cross-community relations.

ADDITIONAL EXPERIENCE

2004 to 2008

German Film Service + Marketing

US Representative Publicist and Event Coordinator

Serve as spokesman for US Representative of the German Film Service + Marketing, Germany's federally-funded film board charged with promoting German cinema around the world. Successes include "The Lives of Others" (Best Foreign Film Oscar), and "Sophie Scholl: The Final Days" (Best Foreign Film Oscar nominee).

EDUCATION AND MEMBERSHIP

1977 Lycée Français de New York New York, NY French Baccalaureat

1982 Wesleyan University Middletown, CT Bachelor of Arts English & Theater

For 15 years a dues-paying member of the Association of Theatrical Press Agents and Managers.

BACKGROUND

Born in New York City, fully fluent in French, with a conversational fluency in Spanish. Related experience in community development, sustainability and socially responsible corporate best practices.