

DEBRA WEST

HEBER CITY, UTAH
435 625 1100

- Realtor and seasoned marketing professional with experience and relationships in the fields of entertainment, technology, real estate and with local non-profit organizations
 - Effective deal maker and strategic and resourceful leader
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PROFESSIONAL

- 2019-Present* **MINDSTYLE MEDIA, LLC.** PARTNER PARK CITY, UT/NEW YORK, NY
- Marketing and communications firm serving entertainment, lifestyle and real estate clients
- 2015-Present* **PROPRIETOR, LIBERTY RANCH**
- Manage 80 acre family ranch including land development, equine program and camp sites.
- 2011-Present* **REALTOR , DISTINCTIVE PROPERTIES AT INNOVATIVE REAL ESTATE** HEBER CITY, UT
- Certified Resort & Second Home Property Specialist and Sellers Representative Specialist
 - Established business models, sales strategy, and marketing campaigns working with team and clients
- 2011-2015* **LUXURY WESTERN HOMES, LLC,** PRINCIPAL HEBER CITY, UT
- Real estate investment and development firm with projects in Park City and Heber City
 - Sourced investment opportunities and secured financing
 - Assembled team and negotiated all contracts. Guided all design decisions
- 2002 - 2011* **MN8 MEDIA,** PRINCIPAL LOS ANGELES, CA
- Contributed to the growth of Mark Burnett Productions, a leading producer of reality television (Survivor, The Apprentice, The Contender, Rock Star, Martha, among other projects)
 - Created original treatments, assisted in show development and participated in production
 - Engineered a lucrative online strategy leading to relationships with Yahoo!, MSN and AOL
- 2000 - 2002* **SONY 550 DIGITAL MEDIA VENTURES,** SR. DIRECTOR, BUSINESS DEVELOPMENT S. MONICA, CA
- Developed online music destination featuring music playlists, personalization, community, commerce and digital rights management
 - Created strategy for business development efforts and served as liaison between record companies, product development and marketing
- 1998-1999* **VIACOM INTERACTIVE SERVICES,** DIRECTOR, BUSINESS DEVELOPMENT NYC, NY
- Managed relationships with divisions including MTV, VH-1, Sundance Channel
 - Developed strategic opportunities for Viacom companies online
- 1995- 1998* **BMG ENTERTAINMENT, BERTELSMANN AG,** CORPORATE MARKETING MANAGER NYC, NY
- Responsible for the launch and direction of BMG's music and lifestyle web sites
 - Negotiated content and distribution agreements driving exposure for BMG's businesses; managed related marketing and publicity
- 1991 - 1993* **WARNER BROS. RECORDS,** PUBLICIST NYC, NY
- Developed artists' press campaigns in coordination with their management and other internal departments
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- 1994-1995* **COLUMBIA BUSINESS SCHOOL,** MBA CANDIDATE NEW YORK, NY
- 1987-1991* **UNIVERSITY OF PENNSYLVANIA,** BA, COMMUNICATIONS AND FRENCH PHILADELPHIA, PA
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ENJOY

SKIING, HIKING, CAMPFIRE, RANCH LIFE, FINE DINING, PHOTOGRAPHY. LIGHT FRENCH & ITALIAN.