

## CELIA FERAMISCO, MBA

2308 Rutland Place Thousand Oaks, CA 91362 cferamisco@earthlink.net 805.807.4955

### Profile

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I am an adjunct professor teaching graduate and undergraduate-level communications and business courses at several Southern California universities. I have a master's degree in business administration (MBA) and 25 years of professional experience in the dynamic fields of marketing, communication, and advertising.

### Education

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**Pepperdine University**, Graziadio School of Business and Management Malibu, CA (2005)  
MBA in Business Management

**Hofstra University** Hempstead, NY (1989)  
BA in English, Minors in Marketing and Psychology

### Teaching Experience

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**University of California, Los Angeles (UCLA)** Los Angeles, CA (Fall 2015-Present)  
Lecturer, Communication Studies  
CS-148: Integrated Marketing Communications  
CS-191E: Nonprofit Marketing Social Enterprise  
CS-1: Principles of Oral Communication

**California Lutheran University** Thousand Oaks, CA (Fall 2014-Present)  
Adjunct Professor, Graduate MBA and Communication Studies  
MBA 532: Strategic Public Relations  
MBA-535: Advertisement Management  
COMM-103: Beginning Public Speaking  
COMM-301: Persuasive Communication Campaigns  
COMM-380: Principles of Advertising

**University of La Verne** Oxnard, CA (Spring 2016-Present)  
Adjunct Professor, College of Business and Public Management  
BUS-346: Written Communication in Business  
MGMT-354: Oral Communication in Business

**Moorpark College** Moorpark, CA (Spring 2016-Present)  
Adjunct Professor, Business Administration  
BUS-M37: Marketing

### Professional Experience

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**Amgen, Inc.** Thousand Oaks, CA (2000-2014)

- Held numerous positions of increasing responsibility in marketing at Amgen, the world's leading biotechnology company, and number 154 on the Fortune 500 list of world's most admired companies.
- As Marketing Director/Sr. Marketing Manager, led social media efforts, the commercialization of Amgen's first prescription medical device, joint ventures with GE Healthcare and Wyeth/Pfizer, managed nurse call center operations, and developed customer relationship management (CRM) programs.
- Specialties include social media, digital marketing, medical device marketing, physician promotion, forecasting, strategy, leadership, and JV collaboration.

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### **Professional Experience (*continued*)**

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**Suissa Miller Advertising, an Interpublic Group Company** Los Angeles, CA (1996-1999)

- Account Supervisor for Acura and SkyTel, managing \$125mm and \$14mm in media, respectively
- Led positioning, messaging, market research, and a joint-venture relationship with Motorola
- Supervised five Account Executives and led creative teams through several product launches

**Goodby, Silverstein & Partners, an Omnicom Company** San Francisco, CA (1993-1996)

- Account Manager for the \$90mm American Isuzu Motors account, leading strategy, tactics, and budgets
- Highly involved in the creative process, preparing for and participating in pitches, pre-production meetings, commercial television shoots, print photo shoots, and post-production
- Learned from the best – the agency earned *Adweek* magazine’s “Agency of the Decade” award for the 1990s, plus Emmys, Effie’s, CLIOs, and the Grand Prix at Cannes

**Ammirati & Puris** New York, NY (1989-1993)

- Account Executive managing the \$85mm BMW of North America account and the \$70mm UPS account
- Supervised commercial radio voice over sessions, print photo shoots, and market research focus groups
- Inspired daily by the executives who created the tagline, “The Ultimate Driving Machine,” and earned *Adweek* magazine’s 1993 “National Agency of the Year” award

### **Training**

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- Healthcare Marketing & Communications Council Management Development Program at the Tuck School of Business, Dartmouth College: An interactive, one-week strategic marketing simulation
- Personal, one-on-one strategy session with Al Reis, author of *The 22 Immutable Laws of Marketing*
- Branding session with Scott Bedbury, Starbucks executive, author of *A New Brand World*
- Two-year management development leadership program on coaching, communication, talent selection, building teams, performance feedback, self awareness, and effective communication
- Marketing training courses: Product Simulation, Market Research, Talent Selection, Maximizing Agency Partnerships, Consumer Advertising, Strategic Planning, Situational Leadership, and Decision Making

### **Honors and Awards**

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- Brand Plan of the Year Award, Amgen Marketing Excellence Forum
- First Place Award, “Out-Hustle the Competition,” Amgen Marketing Excellence Forum
- Silver In-Awe Award, Medical Marketing Association, for medical device education and training
- Bronze EFFIE Award, American Marketing Association, for SkyTel advertising effectiveness
- Package of the Year Award, Healthcare Compliance Council, for SimpleJect medical device packaging
- Call Center Manager of the Month, *Call Center Management Review* magazine, feature article