

MONICA E. ROBERTS **EXECUTIVE BIO**

Monica Roberts, President and CEO of **Media Star Hawaii** thrives on creating new media opportunities and competitive advantages for small businesses. She is a respected marketing advisor and media specialist committed to excellence. With over 20 years of experience, her knowledge and expertise in the communications field is comprehensive.



Monica's executive advancement progressed over 14 years in the entertainment capitol of Hollywood, California. She has held a variety of executive management positions and consulted for major media corporations in the film and entertainment business. She managed national satellite press tours with many Hollywood celebrities, created video press kits and co-produced a syndicated TV show, *Newsworthy*. Monica worked in affiliate relations and conducted marketing trainings for major cable programming networks across 10 states including all of Hawaii.

After relocating to Honolulu in 2000 and advancing as a successful marketing and broadcast media specialist, she established **Media Star Hawaii** in 2006. With a full-service team of outstanding marketing experts she has developed new media concepts and her team has won awards in television production for their clients.

Monica has held corporate management positions and consulted for the top media brands in the world including:

MCDONALD'S CORPORATION (CREATIVE SERVICES DEPT.), LOS ANGELES, CA

20TH CENTURY FOX STUDIOS, HOLLYWOOD, CA

UNIVERSAL STUDIOS, STUDIO CITY, CA

NBC STUDIOS, BURBANK, CA

BINION'S HORSESHOE HOTEL & CASINO (U.S. POKER CHAMPIONSHIPS), LAS VEGAS, NV

AT&T PEBBLE BEACH NATIONAL PRO-AM GOLF, CARMEL, CA

MAJOR LEAGUE BASEBALL - SAN FRANCISCO GIANTS, PHOENIX, AZ

PLAYBOY TV NETWORKS & PLAYBOY JAZZ FESTIVAL, BEVERLY HILLS, CA

USA NETWORKS & SCI-FI CHANNEL, LOS ANGELES, CA

TIME WARNER CABLE, HONOLULU, HI

With the launch of *Newsworthy Now*, Monica is excited to provide a unique TV marketing campaign that promotes Hawaii's best businesses, their leaders and their vision in 2010.