MICK BALTIC

SUMMARY

Business development and marketing professional with experience in client acquisition, consultative sales, investor relationship management, digital marketing, and film and television production. Recruited $2M+ in assets for a quantitative swing-trading service, closed high-ticket offers, and developed growth campaigns across multiple industries. Combines commercial acumen with strong communication, presentation, negotiation, and relationship-building skills, alongside 20+ years of experience producing and marketing content. A Polyglot: fluent in German, Russian, Latvian, English.

ACHIEVEMENTS

- $2M+ in AUM recruited: Acquired individual clients for Banana Zone between September and December 2025, with account sizes ranging from $50K to $1M.
- $3M equity raise: Participated in raising equity for *My Darling California*, a feature film with a $16.7M gross budget.
- $1M in film financing and marketing value: Raised $250K in cash and secured $750K in barter deals for PR and marketing for the feature film *I Want Your Girl!*
- 8× ROI: Implemented trackable direct-mail campaigns at The Bead Chest.
- Won MTV *VJ Search* among 2203 contestants; became on-air Host & Producer

EXPERIENCE

FILM PRODUCER, FREELANCE, MIAMI | 2026

Participated in raising $3M equity for "My Darling California" (a $16.7M gross budget drama) with Chris Evans, Chris Pine, Jessica Chastain, and Don Cheadle.

SALES *CLOSER & AI AGENT SET-UP,* MARK SHAPIRO, MIAMI | MAR 2025-AUG 2025

Enrolled people into $3,5k Premium Protege Partnership, $20k Multi-Family Real Estate Investor Mentorship, and $35k Millionaire Real Estate Mentorship programs. Automated booking scheduling by setting up AI agents handling incoming conversations in DM's.

SALES *CLOSER*, VIDEO BUSINESS MASTERY, REMOTE | MAR 2024-MAR 2025

Quickly ramped up and maintained a high closing ratio for Jackson Kingsley's VBM program ($8k-$10k), enrolling "warm" scheduled leads on Zoom video and regular phone calls. Follow ups on other leads in the pipeline.

SENIOR MARKETING DIRECTOR, BARTELS' HARLEY-DAVIDSON, MARINA DEL REY, LOS ANGELES | MARCH 2022-MARCH 2024

With the goal to cement the status as the leading Harley-Davidson dealership in the L.A. area, Mick developed an annual rotation of compelling offers and a monthly content calendar to constantly get people through the doors in various ways. Produced and directed an "evergreen" Behind-the-Brand video that's still used in TOFU.

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CHIEF MARKETING MANAGER, THE BEAD CHEST, LOS ANGELES
SEPTEMBER 2021-FEBRUARY 2022

Revamped a plan (that was making the company's performance plateau) via automated "content machine", massively increasing brand visibility on multiple platforms (Meta, YouTube, TikTok), reaching new audiences, and re-capturing attention of previous leads and buyers via Klaviyo. Also successfully implemented trackable "Snail Mail" campaigns with 8x ROI's.

FILM AND TV PRODUCER, SHOWRUNNER, FREELANCE, LOS ANGELES | 2008-2022

Raised $1 Million for an independent feature film *I Want Your Girl!* $250k in cash and $750k in barter deals for PR & Marketing campaign. Executive Produced *Forsake Me Not*. Created, produced, and sold a new motorcycle travel-show *$50 Dates* (2022) to streaming platforms in Europe. Wrote, Produced, and Directed a short narrative film entitled *The Bubble* (2020). Created, produced, and sold a 4 Episode TV show *Sinful America* (2019).

SALES *CLOSER* & DIGITAL MARKETING STRATEGIST, AD FORMERS, NY|LA | 2011-PRESENT

Time to time, as a freelancer created programs and information products for sale on ClickFunnels, Thinkific (Course Platform), Clickbank and Sellfy in money-making, dating, and video production niches, managed affiliate relationships, improved marketing funnels with one-click upsells, created indoctrinating sales funnels with free, valuable content on the front end and High-Ticket coaching and consulting offers on the back end. Set up CRMs in such platforms as Monday, HubSpot, SalesForce & InfusionSoft.

MARKETING MANAGER, INSIGHT LA (NON-PROFIT) | APR 2018-SEP 2021

Created and oversaw the marketing plan for a non-profit meditation center teaching mindfulness practice in locations throughout the Greater L.A. area. Identified the strategic plan for ongoing growth, created the Content Team restructuring the team by hiring 4 new employees. Helped to consistently fill seats in organization's classes, retreats, and special events (both via paid ads), at the beginning of the pandemic assisted in successfully moving the offers online without losing revenue from absence of in-person classes.

DIGITAL MARKETING MANAGER, PREFERRED HOME CARE OF NEW YORK. NEW YORK CITY | NOVEMBER 2015-MARCH 2018

Digital marketing strategy creation and implementation, marketing automation with Infusionsoft, lead generation with Facebook and Instagram Ads, email marketing, content marketing, PPC and Search Engine ad campaigns, LeadPage set up, managing ad budgets of $10,000 per month and up, in-house Video Production for branding purposes and newsfeed video ads to hire new HHAs (Home Health Aides) for the CDPAP program.

MTV VJ (TV HOST) & PRODUCER, VIACOM, NORTHERN EUROPE
JULY 2006-JULY 2008

Won MTV VJ Search among 2203 contestants and represented MTV @ MTV EMAs 2007 in Munich and MTV VMAs 2006 in NYC as the host for MTV Networks Baltic, hosted TV shows: *Dance Floor Chart*, *Download Top 10*, *Euro Top 20*, *Baltic Top 20* and *MTV News*.

COMMERCIAL DIRECTOR AND PRODUCER | JANUARY 2004-PRESENT

ADIDAS - *Sounds of the Baltics* (5 episodes), Doritos Baby Care 101, Bartels' Harley-Davidson dealership ads, Pranamat Eco massage mat commercial, ads for TRT Nation.

EDUCATION

BACHELOR OF ARTS, RUTGERS UNIVERSITY — JANUARY 2004

AI STRATEGIST & BUILDER, HARVARD DATA SCIENCE INITIATIVE — SEP 2026