

Ernest is a dynamic and experienced Marketing & Talent professional that possesses a specific talent in managing and leading people and is knowledgeable about all facets of marketing including, public relations, promotions, staff management, and budget maintenance. His expertise includes:

Talent Negotiations	Financial Accountability/Management
Marketing Communications	Contract Negotiation/Deal Memos/LOI
Event and Project Management	Sponsorship Management
Lifestyle Marketing	Experiential Marketing
Extensive Relationships and Process Knowledge Within the Entertainment Industry	

Ernest started his career in Entertainment in the Promotions Department of Washington D.C radio station 93.9 WKYS (Kiss-FM). After hearing a commercial on the station inviting people to come down to be part of the Promotions team, he decided, "Why not go to the interview?" He went to the interview, aced it and once the door to his future was opened, he did not look back. After six months as part of the street team, he was promoted to Promotions & Marketing Director.

As Promotions and Marketing Director, he was directly responsible for building/reestablishing the station's brand identity. The station had gone through a format change and needed to have the brand messaging that very clearly let listeners know the station was back and more committed than ever to super serving the community.

He was not only responsible for the station's contesting, community involvement, imaging and public relations but also for the station's celebrity bookings. During his time at 'KYS he booked artists such as Whitney Houston, Janet Jackson, Brandy, Destiny's Child and many other acts for station events. The three years at the radio station not only built the foundation of Ernest's career in Entertainment, but also built the reputation that "Ernest Knows Everyone."

Despite truly enjoying every second at the station, Ernest felt that there had to be more. He wanted to continue his growth in Entertainment and to do that it was either LA or NYC. Since he is from NYC, he decided to try LA "before it fell in the ocean." He went to LA for a radio conference, and a month later he was calling LA home.

When he first got to LA he worked as the Talent Coordinator for Black Entertainment Television booking artists like Tamia, Erykah Badu, Outkast, Puffy, and Shaquille O'Neal.

He was then offered a position at the William Morris Agency to be part of the training program. Due to his ignorance, he turned down the position. He could not justify in his mind (and to his parents) working in anyone's mailroom after he had run a department and was booking on national shows. Fortunately, his ignorance did not hurt him. He was approached two weeks later to be a Junior

Agent in the Music/Personal Appearance Department. While at William Morris, he directly booked artists like Maxwell, the Spice Girls, Hanson, Bill Cosby, Paula Poundstone, Margaret Cho, and others.

He left William Morris to go work on a project with Tom Freston at MTV Networks. After working with Tom for a month, a position was created in the Music and Talent Department for Ernest. He booked on shows like VMA's, the Movie Awards, MTV Beach House, Road Home, Making the Video, Rock N' Jock, and many other shows. During his time at MTV he booked/worked with Pink, Janet Jackson, Destiny Child, Busta Rhymes, N'Sync, Christina Aguilera, Jay – Z, Mandy Moore, Common, Metallica and many other celebs on shows for the network.

While working for MTV he started to develop a stronger affinity for Brand Marketing. After leaving MTV to do freelance booking jobs for Ed McMahon's Next Big Star, Star Search, the Grammy's and other shows, he eventually found himself working at Davie Brown Entertainment as the head of all of their entertainment events for brands like Sauza Tequila, AT&T, Timberland, Etnies, PINK by Victoria Secret and many other established brands. He was responsible for implementation and execution of events at the Sundance Film Festival, the Bonnaroo Music Festival, AFI Film Festival, Sauza's Cinco de Mayo events with Carmen Electra and Jeremy Piven, and many other high-profile events.

Then he began working with President Barack Obama. Ernest was part of the President's Advance Team where he was responsible for dealing with Secret Service regarding issues that pertain to the President's L.A appearances. He also booked John Mellencamp and Beyonce as part of the celebration for the President in Washington D.C.

As a Talent Producer he has booked/worked with the cream of the crop...celebs such as: Nick Jonas, Debbie Allen, Mariah Carey, Ne-Yo, DJ Khaled, Laverne Cox, Mario Lopez, Patti LaBelle, Common, JoJo, Rosie Perez, Vivica A. Fox, Stevie Wonder, Smokey Robinson, Jennifer Hudson, Pearl Jam, The Police, Alicia Keys, Tyrese, Mila Kunis, Jennifer Hudson, The Roots, Danny Masterson, Samantha Ronson, Jennifer Hudson, Charlize Theron, Denzel Washington, Goapele, Raheem DeVaughn, Giuliana Rancic, Real Housewives of ATL, Derek Fisher, Derek Jeter, Kobe Bryant, Carmelo Anthony, and many others.

On the event/production side he has been the Executive Producer for the AIDS Healthcare Foundation's "World AIDS Day Celebration," LA Food & Wine Festival, Kobe Bryant's Hand and Footprint ceremony at Mann's Chinese Theatre in Los Angeles, has run the red carpet at the Grammy's for the last thirteen years, has handled Talent Arrivals at Elton John's Annual Oscar Viewing Party, produced a celebrity DJ program for T- Mobile with acts like Dave Navarro, Nick Cannon, Benji Madden, Jazzy Jeff and many others.