



## Mindful Media Group

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### **ANDINA E. BARONE**

#### biography

Andina Barone has spent the majority of her professional life building the careers and reputations of her clients.

With over 25 years of experience advising well-known leaders, corporations and A-list talent, Dina prides herself on repeat business from loyal clients. Known for advising private corporations, municipalities and cultural institutions on business development, public relations and media planning, Dina Barone has also developed the careers of Oscar, Emmy and Tony Award winners.

Her eye for managing talent and large-scale projects began on Broadway, assisting legendary producer Emanuel Azenberg on three Award-winning shows — *Jerome Robbins' Broadway*, *Artist Descending a Staircase* and Neil Simon's *Rumors*.

At the age of 22, Andina Barone was the youngest executive in Manhattan to helm a Commercial/Radio/Print Youth division. She soon moved to Los Angeles to head up the company's Film & Television Talent office. Several years later, she became talent agent in Beverly Hills and went on to open her own boutique firm where she represented some of the entertainment industry's most prolific talent and iconic brands.

A return to her New York roots enabled Dina to expand her brand, as individuals, private and public entities sought her out as an advisor on business development, brand management, corporate expansions, mergers, acquisitions and the implementation of public policy. She now works with industry leaders, public agencies and private corporations consulting on entertainment & media, economic development, energy and environmental, manufacturing and commercial development.

As a member of the prestigious Telly Award Silver Council, Andina Barone has been honored with multiple “Tellys” for outstanding work as a producer, director and creative director for advertising & marketing campaigns, broadcast TV commercials and non-broadcast video production. She has also been recognized by the Davey, W3 and Communicator Award committees for excellence in business to business marketing, marketing communications, video production and content created for the web for her work on behalf of the private corporations, public agencies and cultural institutions she represents.

Andina Barone approaches every project with persistence and attention to detail. Extremely goal-oriented, she consistently strives to deliver quantifiable results. Time and again, she has shaped public perception to align with her clients’ strategic plans.

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