

# INTERFACE

*Magazine*

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MEET INTERFACE  
PROMOTIONS ASSISTANT

*Jackie Zukerman*

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# MEET INTERFACE PROMOTIONS ASSISTANT, JACKIE ZUKERMAN

BY JAYELLE DORSAINVILLE

*This story wasn't supposed to be about an employee. I had actually planned on highlighting a client that had done some really great work recently, but when I reached out to his mother, she gave all the credit to one person: Jackie Zukerman. It was then that I realized there was only one story to tell, hers.*

Positive feedback is so important to any business. A single piece of positive feedback can make the difference between an interest and a sale. In the entertainment industry, this is especially important because so many people are unsure of what is genuine. While speaking to Tamika, the mother of our client, Douglas Baldeo, she knew that our service was integral to her son's success, and she also mentioned someone specifically; "[Douglas] wouldn't be where he is today without Jackie in Promotions out of your Connecticut office. She really believed in his talent and pushed hard for him."

In September 2012, Jackie began her employment with InterFACE, and in no time she began to develop an eye for talent; "I tend to find that since agents are so particular about clients they are looking for depending on the job, you learn to get better at picking out talent as time goes on and you get to know them." With little time to get to know a new client, Jackie is now able to assess talent almost immediately, "you can tell a lot about a person through a picture, especially if that is the only impression you have!"

It was this eye for talent that helped her to decide that Douglas had all the makings of a star. "After speaking with Tamika for the first time and her positive feedback from Douglas's first booking on "Spider-man", she sent us a

candid of Douglas from outside the fitting. Right then and there, I knew Douglas had style!" It turns out she was right! Douglas went on to land bookings with Broadway's "Kinky Boots" and NBC's newest series, "The Michael J. Fox Show".

Of course, Jackie isn't all business. She balances her work life by spending time with her loved ones, staying fit and traveling. Just like so many of us, she spends some of her downtime catching up on her favorite TV shows; "I can't go a night without watching *Watch What Happens Live with Andy Cohen!* Andy is such an inspiring, well-rounded and good person. It's great to see how good people who work hard make it big!" Musically speaking, her taste isn't as definitive, "I don't really have one favorite musician. I love everything. It really depends on how I am feeling that day. I generally love any type of dance music Calvin Harris is one of my favorites! I also love Justin Timberlake and Jay-Z. I also still enjoy listening to old school Whitney Houston, Michael and Janet Jackson, Mariah Carey, Spice Girls you name it!"

Employees like Jackie are so important because they foster positive experiences for our clients, and help to build our reputation. Every business has to be strong on all fronts, and it's reassuring to know that she's on our team, assisting our clients in achieving their goals. We're so lucky to have her and truly appreciate the effort she has put forth.



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