

JOHN DOE

ADDRESS ♦ CITY, ST, ZIP ♦ 111.222.3333

CLIENT NAME@GMAIL.COM

Accomplished Marketing

Media Executive

National Media | MULTI-PLATFORM CONTENT | Digital Expert

CORE COMPETENCIES

- ♦ **High-Level, Award Winning, Television/Theatrical Marketer**
- ♦ **Content Distribution Director**
- ♦ **Staff & Media Agency Leader**
- ♦ **Principle Budget Administrator**
- ♦ **Media & Digital Strategist**
- ♦ **Integrated Partnership Marketer**
- ♦ **Research Analyst**
- ♦ **Innovator of New Media**
- ♦ **Technology Aficionado**

Industry-respected, results-driven and highly creative marketing executive determined to leverage impressive 20+ year career leading multiple areas of content advertising encompassing multi-platform distribution marketing, digital online planning and strategic media preparation within high-pressure entertainment field in contributing to the corporate bottom line and brand recognition.

- ♦ **Impressive marketing profile including distribution partners Comcast, Time Warner, Direct TV, AT&T, Cox, Verizon, iTunes, Amazon, HULU and Roku, along with major media sources broadcast, cable, radio, print, outdoor and digital.**
- ♦ **Solid knowledge of broadcasting distribution rights, legal regulations, and talent clearances within capacity of television/theatrical marketing to effectively manage, distribute and market programming content. Multi-task in all areas of business consistently achieving intricate deadlines while maximizing results.**
- ♦ **Acknowledged as inspirational leader of high-performance teams and advertising agency with results achieving excellence in a cross-divisional setting.**
- ♦ **Self-starter, firm negotiator and collaborative professional with long track-record establishing professional relationships across career spectrum. Strong presentation skills talented at representing marketing strategies that significantly impact executive level decision making.**

PROFESSIONAL EXPERIENCE

COMPANY ONE, City, ST (2006-2014,8Years)

Ranked as #1 television broadcasting network for 8 consecutive years. Record holder for #1 social broadcast network and an endless number of industry award winning programs targeted to every demographic.

DIRECTOR OF MULTI-PLATFORM DISTRIBUTION MARKETING, NATIONAL MEDIA & CROSS-CHANNEL SYNERGY

- **Instrumental in marketing the distribution of FOX Broadcasting primetime television shows** across multi-platform, VOD and EST partners. Collaborated with broadcast production teams in the coordination of distribution rights, content and legal clearances. **Produced/distributed on-air marketing content** utilized in a variety of advertising campaigns.
- **Directed Digital Online Media Agency, Media Storm, strategic planning, buying efficiencies and delivery metrics.** Presented media planning strategies to Senior Vice President of marketing and media. Incorporated demographic awareness research findings into strategic marketing messages and plans. Originated Digital Upfront buying standards. **Administered media budgets exceeding \$80+ million.**
- **Established and maintained marketing partnerships with all FOX entities** comprised of FX, FXX, FXM, FOX Theatrical, FOX Searchlight, FOX Sports/FOX Sports 1, FOX Sports Networks Group, FOX Deportes, Mundo FOX, FOX Life, National Geographic/National Geographic Wild, and National Geographic Mundo. Implemented and managed on/off air integrated cross-channel marketing initiatives.
- **Directly cooperated with various teams within Fox Broadcasting** including Publicity, Talent Relations, On-Air, Creative Design, Research, Digital, Social, Promotions, Sales and Legal Teams to accomplish press worthy advertising events. **Exceptional success as Corporate Leader of # 1 Television Network: Fox Broadcasting.**

Key Achievements:

- ♦ **Influential in promoting and releasing 100+ Television Launches throughout Fox tenure** including titles such as: "Cosmos-A Space-time Odyssey," "The Following," "24," "American Idol," "New Girl," "Brooklyn Nine-Nine," "Glee," "Almost Human," "So You Think You Can Dance," and "The X Factor."
- ♦ **Acknowledged as unparalleled Multi-Platform Distribution Content Marketing Strategist.** Key accomplishments include Time Warner "Enjoy Better" and "Watchathon" campaigns.

- ◆ *Instrumental in establishing industry trends as risk taker and Press Worthy Break-Through Digital Media Strategist.* Unrivaled negotiator creating need to establish digital upfront purchase patterns. .

JOHN DOE

ADDRESS ♦ CITY, ST, ZIP ♦ 111.222.3333 ♦ CLIENT@GMAIL.COM

Professional Experience Continued

COMPANY TWO, City, ST (1999-2006, 7Years)

Global media agency fusing curiosity/creativity to unlock competitive advantage for brands through media. Competitive client base including SONY PICTURES/SONY HOME ENTERTAINMENT. Known for infamous blockbusters and academy award winning titles.

MEDIA SUPERVISOR: SONY PICTURES

- **Brought on board with accountability for organizing and directing national and limited theatrical releases** for Sony Pictures. Directed up to five plans concurrently. Oversaw upfront inventory and designed upfront budgets across broadcast media and live sports.
- **Responsible for launch and maintenance of media advertising.** Managed a planning team and specialized in broadcast, radio, outdoor and print media. Dedicated contributor to franchise blockbuster hits such as Spiderman and Charlie's Angels.
- **Created and implemented spending and marketing strategies** centered on competitive research. Verified delivery of strategic goals through analization of broadcast buys. Introduced media planning strategies to Senior Vice President of media and marketing. **Managed budgets in surplus of \$40+ million.** Supervised the daily activities of Media Planner and Assistant for 100+ theatrical/DVD releases. **Blockbusters Include:** "Spiderman," "Big Fish," "XXX," "50 First Dates."

Key Achievements:

- ◆ **Directed extensive rolling release patterns for academy nominated movies including BIG FISH.** Nominated for Golden Globe, Best Motion Picture - Comedy or Musical 2003.
- ◆ **Supervised national movie releases and post support budgets exceeding \$40MM.**

COMPANY THREE, City, ST (1995-1999, 4Years)

Global Media Agency of the Year. 2013 OMD USA sets the bar for innovation. Awarded Media Plan of the Year 2013 selling \$500 Million worth Call of Duty: Black Op II games opening day. Established AOR for UNIVERSAL PICTURES, PARKS and HOME ENTERTAINMENT.

SENIOR MEDIA PLANNER: UNIVERSAL PICTURES (1998-1999)

MEDIA PLANNER/ASSISTANT MEDIA PLANNER: UNIVERSAL PICTURES & HOME VIDEO (1995-1998)

- **Promoted to Senior Media Planner** with success collaborating with Supervisors and Group Directors on strategic media efforts of all theatrical releases. Coordinated national/local buying groups. Negotiated and tracked outdoor upfront commitments. Prepared upfronts for local broadcast buying. Researched demographic/quintile behavior for annual heavy movie-goer analysis. **Recognized as most valuable senior planner achieving two promotions in less than one year.**
- **Earned advancement from Assistant Media Planner to Media Planner** with responsibility for the development, presentation and maintenance of media plans and budgets for theatrical releases. Incorporated network, cable, local television, radio, outdoor, print, digital, and alternative media. Instructed/supervised Media Assistants. Held key responsibilities for upfront spending and budget management in print and outdoor media. Performed as leader in research technology and database management.

Key Achievements:

- ◆ **Acknowledged for securing maximum marketplace exposure through negotiation of rates, positioning and added value for various media. Achieved status as "DDB Employee of the Year" for 1998.**
- ◆ **Integral team member accomplishing marketing success across legendary movie titles to include "Jurassic Park: The Lost World," "The Nutty Professor," "American Pie," and "Happy Gilmore."**

COMPANY FOUR, City, ST (1995, 1Year)

Leader in television industry launching shows such as "Frasier," "Roseanne," and "Star Trek." Key industry innovator developing UNITED PARAMOUNT NETWORK (UPN) which carved out targeted programming to younger demographics.

TELEVISION RESEARCH INTERN: Processed and analyzed ratings for Paramount Domestic Television Programming. Tracked and maintained records of competitive television programs. Assisted in research management across hit shows: Frasier,

Roseanne, Wings, and Star Trek: Voyager and Star Trek: Deep Space Nine. Managed reporting and delivery of essential television ratings for high-level daily decision making.

Reviewed and reported on key seasonal rating norms. Tracked and reviewed trends of demographic television viewership patterns and anomalies.

JOHN DOE

ADDRESS ♦ CITY, ST, ZIP ♦ 111.222.3333 ♦ CLIENT@GMAIL.COM



EDUCATION & CREDENTIALS

BACHELOR OF SCIENCE (B.S.) DEGREE IN BUSINESS: EMPHASIS IN MARKETING

Presidents List; Name of University, City, ST

COMPUTER SOFTWARE EXPERTISE

MS Office Word, MS Office Excel, MS Office PowerPoint
Photoshop, IMS, MRI, Simmons, AdViews, NPower

PROFESSIONAL AFFILIATIONS:

Current Member: Academy of Television Arts and Sciences
Innovator & Member: FOX Innovators Group (FIG): Developed "VERGE" (Spring of 2013)
Vice President Membership: American Marketing Association (Spring of 1990)

HONORS INCLUDE:

DDB Employee of the Year (1998)
Presidents List: California State University of Long Beach (1990)

