

# JOHN DOE

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

*Accomplished Marketing  
Media Executive*

## National Media | MULTI-PLATFORM CONTENT | Digital Expert

**I**ndustry-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.**

### 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**

### 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. .

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*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.

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### 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)

