

EXPERIENCE

SENIOR DIRECTOR DIGITAL MEDIA PROGRAMMING

Boston, MA

05/2015 – present

- Lead ESPN's global content strategy for emerging digital networks working with Digital Product, Technology, Consumer Marketing, Operations, Production, Programming, International Programming and Research to inform content strategy, packaging and pricing
- Assist in and lead negotiations and partnership management for platform specific content acquisitions
- Develop detailed and informed P&L's for emerging network content opportunities, with intent of formulating and presenting recommendations to senior leadership, taking into account creative business models that minimize ESPN risk and maximize efficiency and cross platform audience and revenue growth
- Manage the content acquisition and production budget for emerging networks with specific intent of maximum efficiency and revenue growth
- Work closely with Production, Digital Editorial, Audio Production, ESPN Films and other content units to develop and manage a detailed original content strategy for 'ESPN Insider' designed to enhance existing value to current subscriber base and expand appeal to a broader targeted subscription base
- Work with individual Programming Acquisition teams to identify and develop short and long term sport category acquisition and revenue strategies
- Work closely with Research, Finance and market intelligence agencies to develop audience forecasting and post analysis tools to best analyze results and inform future action

DIRECTOR, DIGITAL MEDIA

Los Angeles, CA

09/2008 – 03/2015

- Achieve overall performance objectives for improved ROI of campaigns
- Work closely with regional digital marketing leads to ensure search learnings are shared across the globe
- Ensure content licensing rules are in place. Work with Business and Legal to schedule activation/deactivation of video content due to licensing windows
- Manage small editorial teams (often including vendors and contractors) and guide editorial process
- Develop and coordinate special content programs for social media around Sundance programming
- Manage email newsletters and daily blog posts relevant to specific programming initiatives
- Fully understand and leverage mobile search to maximize performance

DIRECTOR DIGITAL MEDIA

Philadelphia, PA

02/2004 – 03/2008

- Create and execute social media campaigns for new and existing partners that will leverage multiple Global Partnership assets
- Create, design, and execute multi-platform interactive sponsorships – digital and social media
- Create and execute digital media campaigns for new and existing partners that will leverage multiple Global Partnership assets
- Create, design, and execute multi-platform interactive sponsorships
- Create, assemble and publish digital content packages, including relevant meta-data and images, on AMC.com and other AMC digital platforms
- Assign and oversee the execution of creative work for specific initiatives, including light games, blogs and others
- Create, edit and oversee social promotion for specific programming initiatives

EDUCATION

TEMPLE UNIVERSITY

Bachelor's Degree in Information Technology

SKILLS

- Entrepreneurial spirit, eager to take on multiple roles within department, with an enthusiasm for developing new business
- Committed team player with a positive attitude and willingness to roll up sleeves and do whatever it takes
- Ability to handle multiple tasks and meets all necessary deadlines within a fast paced environment
- Strong work ethic with an ability to identify problems and seek solutions independently
- Excellent negotiation, written and oral communication skills
- Demonstrated creativity and innovation across multiple platforms and applications with strong attention to detail
- Proven track record of effectively managing budgets in excess of \$1 million
- Technical/Functional Competencies
- Ability to understand, interpret and communicate clear business objectives
- Ability to problem solve and apply strategic direction to business challenges