

Kishore Michael Shah

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EXPERIENCE

Whalerock Industries (WRI)

Senior Project Manager

Los Angeles, CA

April 2015-Present

Responsible for the creation of a customer service operation for WRI digital consumer products (web, iOS and Android properties).

- Defined workflows, on-boarded vendors, performed due diligence on software solutions, trained support representatives, performed quality assurance spot checks, budgeted for and managed a remote and internal team of 5-10 agents to ensure that we respond to ~8,000 support tickets per month with an average turn-around-time of 24 hours/ticket.
- Led a cross-functional companywide effort to provide real-time customer support for the launch of the Kimoji app; Kardashian/Jenner sister official apps, and the Golf Media app while cataloguing and communicating functionality issues to relevant internal stakeholders (i.e. Engineering team, Product team, Legal, etc...)
- Provide regular updates and strategy guidance to WRI editorial teams re: Facebook and Instagram marketing best practices for WRI branded websites.

Facebook

Media Operations

Los Angeles, CA

July 2014-February 2015

Founding member of the Media Operations team in Facebook's Los Angeles office. Supported 7 entertainment Strategic Partner Managers (SPMs), across all content verticals and multiple locations by providing scalable and efficient solutions to operational issues. Served as the sole point of contact in Los Angeles for hundreds of entertainment partners experiencing operational roadblocks with Facebook, Instagram and Mentions.

- Verified pages, improved graph integrity by removing impostor accounts, troubleshot hacked accounts, provided direct support to partners by answering an average of ~40 TPS tickets + ~50 tasks/week and consistently increased adoption of Facebook's Partner Support Portal.
- Provided live operational expertise (onboarding, troubleshooting, best practices) at entertainment events such as Stand Up to Cancer, ComicCon, and during at least 1 partner meeting/week. Was the sole operational point of contact for Facebook's "Pop Up" office: Jan-Feb 2015. Remotely managed a team of contractors.
- Established performance benchmarks for partners, conducted competitive analyses using Track Maven and presented data-driven recommendations to help guide future posting strategy.
- Led cross-functional initiatives to improve the copyright protection experience on Facebook and Instagram for public content partners.
- Served as both a product and policy expert for Facebook and Instagram's entertainment partners. Wrote educational materials defining policy, held informational sessions and gathered product feedback at scale for Facebook engineers.
 - Operational lead for Facebook's 'Official Events' product partnership with Ticketmaster. Identified and troubleshot all product deficiencies by working with both TM and FB engineers and sales orgs to increase accuracy of event mapping from 85% to 100% and ensure de-duplication.
- Responsible for executing hundreds of entertainment and public figure on-boards to Facebook, Instagram and Mentions.

DreamWorks Animation: AwesomenessTV

Head of Network Music Vertical

Los Angeles, CA

May 2013-June 2014

Managed the Music Vertical at the AwesomenessTV YouTube network.

- Built a pipeline of music-related YouTube channels to sign and develop. Prospected an average of 50 YouTube channels per week using Tubular Labs and YouTube Analytics to identify channels that would bolster AwesomenessTV's network subscriber and view numbers so that quarterly targets are being met.
 - Responsible for signing partner channels with ~75 million aggregate views and 636k aggregate subscribers.
 - Maintained relationships with AwesomenessTV's music partners, their managers and team. Advised partners on YouTube best practices, digital rights management and content strategy.
- Piloted an email-marketing program, sent to 85,000 people, for AwesomenessTV's music partners. This campaign yielded an 11% CTR.
- Responsible for creating a music internship program at AwesomenessTV.
 - Directly managed 2 to 3 interns at any given time.
 - Defined processes for intern-focused prospecting of channels and initiated guidelines for intern communication with networkers.

Creative Artists Agency

Executive Assistant, Music Department

Century City, CA

June 2010- May 2013

Assisted in booking multi-city domestic concert tours for CAA music clients such as Fiona Apple, Carlos Santana, Eric Clapton and Iron Maiden with cumulative tour grosses of \$2M-\$15M.

- Responsible for tracking an average of \$500k in deposit funds per tour. Ensured that accounting department accurately disbursed deposits once tours had finished.
- Drafted tour routings, marketing itineraries and an average of 30-60 deal memos and performance contracts per tour.
- Managed heavy phones, correspondence, scheduled meetings and coordinated travel arrangements for one of the CAA Music Department's senior agents.

CAA Assistant Task Force

- One of four co-chairs selected company-wide by the CAA Foundation for the 2012 calendar year. Planned and executed monthly special events, screenings, community service projects, lecture series and fundraisers such as the 2012 CAA Young Hollywood Party.

EDUCATION

University of Southern California, College of Letters, Arts and Sciences

Bachelor of Arts: International Relations; Minor: Music Industry

Los Angeles, CA

May 2010

- College of Letters, Arts and Sciences Dean's List Spring 2009 and Fall 2010. USC-Madrid Center, Madrid, Spain: Study Abroad.
- Member: Sigma Alpha Lambda National Leadership and Honors Organization; Delta Chi Fraternity, Southern California Chapter; Undergraduate Student Government Program Board Concerts Committee.

ADDITIONAL SKILLS

- Beginner-level HTML, CSS and JavaScript front-end web development skills.
- Basic SQL skills.
- Proficient with Facebook Page Insights, Google Analytics, Facebook Power Editor, YouTube Analytics, Microsoft Office.
- Advanced instrumentalist: violin and guitar.