

# CRISSY SPIVEY

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**Statement of intent:** I am a television trends-expert, digital producer, marketer, and strategist, and leader of integrated partnerships. I want to use my strong network of relationships, my knack for knowing what's hot in pop culture, and love of all-things-television to create and execute out-of-the-box digital campaigns and programming. I'm looking for an exciting, collaborative, work setting, where my passion and playful energy are equally matched.

## Viacom

New York, NY

Director, Digital, November 2014 – Present

Digital lead, overseeing overall strategy within Catalyst, Viacom's digital agency. Pitching creative ideas and overseeing execution, while ensuring all digital products are inline and above the industry standard. Educating the team on digital trends in and out of the industry, and building relationships with partners within Viacom and external vendors to elevate the creative.

## R/GA

New York, NY

Digital Producer, January 2014 – November 2014

Lead global digital initiatives for Samsung Global and L'Oreal, while fostering key international client relationships at the world's leading digital agency. Managing projects that include: site rebrand, content strategy, social content, thought leadership, digital site overhauls with CG animation, and more. A dedicated leader of cross-discipline teams of experience designers, creative directors, digital studio specialists, and copywriters, with a proven track record of developing partnerships for large scale campaigns to elevate the brand and sales.

## NBCUNIVERSAL

New York, NY

Content Strategist and Digital Producer, May 2012 – January 2014

Built out the digital ecosystem of NBCUniversal's Integrated Media Agency (newly named Content Innovation Agency), the department responsible for B2B communications for NBCU's 70+ properties. Led campaigns, social media activations social marketing, and website launches to promote channels including *Bravo*, *E!*, and *Syfy*, winning an award in Advertising Age. Creation of partnerships with Google and Hewlett Packard, led to projects like NBCU's *AMPLIFIED*, the first of its kind augmented-reality campaign on Tumblr, in the *New York Times*, and the *Wall Street Journal*. Department lead in ensuring all digital projects were on time, budget, and trend leader in the digital space. Led the digital branch of the massive *Healthy at NBCU* campaign to promote healthy content across all of NBCU's online platforms including the *Today Show*.

## BREAKTHROUGH

New York, NY

Content Strategist and Digital Producer, May 2006 – May 2012

Developed and executed digital social justice campaigns with celebrity talent including: Margaret Cho, Cherry Jones, Victor Garber, and more (online video games, animations, documentaries, user-generated projects) featured in *the New York Times*, *NY1*, *The Huffington Post*.

## **YOUTUBE AND SEE THREE COMMUNICATIONS**

**Social Media architect, writer and strategist – 2010-2011**

Nonprofit partner liaison for YouTube's DoGooder Video Awards

## **COURT TV (now called Tru TV)**

New York, NY

**Documentary Production Associate – June 2003-December 2005**

Read and edited scripts, oversaw edit sessions, and overall coordination of television programs

## **OFFICE OF ADMISSIONS: UNIVERSITY OF ROCHESTER**

**Admissions Counselor**, May 2001-May 2002

Recruited prospective students for the University. Lead counselor on partnerships with the Urban League, as a means to broaden the diversity of the community.

## **EDUCATION**

**EDUCATION: SYRACUSE UNIVERSITY/ S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS**

**SYRACUSE, NY**

M.A. in Television, Radio, and Film, May 2003

**UNIVERSITY OF ROCHESTER**

**ROCHESTER, NY**

B.A. in English, Minor: Journalism, May 2001

Study abroad experience concentrating in writing and literature, Fall 2000

**ADVANCED STUDIES IN ENGLAND with OXFORD UNIVERSITY, ENGLAND**

Study abroad experience concentrating in writing and literature, Fall 2000