

## MULTIMEDIA NEWS & ENTERTAINMENT EXECUTIVE

### EXECUTIVE PRODUCER | TV, DIGITAL & SOCIAL VIDEO PRODUCTION | BUSINESS STRATEGY

Award-Winning Multimedia Production Executive with accomplished career track of providing end-to-end leadership of production operations across various platforms, including television, social media, audio, and digital. Demonstrated background in driving the launch of numerous productions from concept innovation through development and final production. Practiced in driving the strategy and execution of production plans, development and management of budgets, leadership of teams, and delivery of top-ranked, multi-platform projects. Documented record of driving ratings, engagement/views increases, brand exposure, and project success through strategic planning and leadership strengths.

#### Areas of Excellence

- Production Planning, Strategy & Execution
- Multi-Media Production
- Brand Management/Exposure
- Concept Design & Delivery
- Team Development/Leadership
- Program Development
- Executive Leadership
- Strategic Planning
- Project Management & Launch
- Production Oversight
- Short/Long-Range Goal Planning
- Budgeting & P&L Analysis

#### SNAPSHOT OF CAREER HIGHLIGHTS

- **Provided end-to-end leadership of multi-media production projects** for leading media brands, including People, Entertainment Weekly, InStyle, SiriusXM, OWN, Harpo.
- **Launched programming across various platforms**, including broadcast, digital, social, radio, and print.
- **Developed and executed on creative strategy for programming**, resulting in numerous industry awards.
- **Introduced innovative new concepts and platforms**, driving ratings results and new revenue streams.
- **Built working partnerships with star talent; Oprah, Katie Couric, Arianna Huffington, Gayle King**, as well as other rising stars and personalities.

#### PROFESSIONAL EXPERIENCE

**SMITH MEDIA, LLC** – New York, NY

2015 – Present

##### President

Provide high-quality digital, social, and cross-platform programming, media consulting and strategy, and talent management for diverse clientele. Partner with clients to determine their individual needs and devise strategic media and marketing plans that align with their business goals. Hold direct accountability for all business functions.

- **Delivered 400% business growth results** in one year through targeted business development strategies.
- **Established strategies for content creation and digital marketing** for clients, working closely with C-suite executives and creative talent to ensure seamless integration and execution.
- **Launched video strategy for non-profit client**, driving 200% increase in video views.

**123 ENTERTAINMENT GROUP** – New York, NY

2015 – 2018

##### Vice President/Executive Producer

Provided strategic leadership of daily production aspects for 123TV and leading brands. Defined, implemented, and executed on business strategies related to growth, regulatory/legal compliance, and P&L management. Built, developed, and managed a staff of 120, providing ongoing coaching and direction to ensure optimal performance. Managed and allocated \$20M budget.

- **Launched 123TV**, an OTT network on Roku, AppleTV, Amazon Fire, Twitter, websites, and other streaming platforms; resulted in 2M application downloads and 64% content viewing rate.

- **Developed and produced 40+ hours of television in 2017 with various networks**, including ABC, A&E, Discovery ID, and OWN.
- **Delivered 300% increase in video stream production for websites** within one year.
- **Directed the development and launch of digital and social media video campaigns**, including news, digital shorts, web series, and livestreams.

**123 MEDIA** – New York, NY

2015

### Vice President/Senior Creative Executive

Orchestrated the ground-up development of production company for award-winning journalist, producer, and on-air talent, Mrs. Smith. Designed, implemented, and managed production strategies, including marketing plans, budget guidelines, business partnerships, and creative content development.

- **Built and sustained partnerships with network and studio executives**, creative staff, and directors to develop, sell, and produce projects across various genres (documentary, scripted, unscripted, digital) and multiple platforms (networks, premium cable, and digital channels).
- **Worked directly with Mrs. Smith** on developing staffing plans, digital production strategies, editorial choices, social media campaigns, and distribution.

**MEDIA 123** – New York, NY

2012 – 2015

### Deputy Executive Producer

Served as executive leader for the planning and production of Media Live, the top social video network for news and information. Held full responsibility for all production activities, including booking guests, developing creative content and providing leadership and direction of staff.

- **Oversaw morning news and online content** based on bestselling novel.
- **Led program to achieving 2B video views within the first two and a half years of production**, featuring 19K guests from 100+ countries; resulted in numerous awards for innovation and content.
- **Created and managed celebrity segments**, driving 33%+ of all networking programming, which resulted in significant increase in views and shares.
- **Initially served as Supervising Producer**, charged with leading the launch of new eight-hour digital broadcast.

**123 PUBLICATIONS – My Show** New York, NY

2010 – 2011

### Producer

Produced the daily two-hour radio program and weekly My Show broadcast, hosted by TV personality. Provided complete oversight of all daily operations, including developing creative content, booking guests, establishing strategy, and leading production staff at all levels.

- **Directed the production of daily news and health segments**, political and celebrity interviews, and remotes shows, including guests.
- **Coordinated the show's launch on terrestrial radio** with Westwood One, as well as the show's website.

**123 PUBLICATIONS – The Show** – New York, NY

2001 – 2010

### Special Project Director/Harpo Liaison/Director – Executive Offices

Progressed internally through roles of increased responsibility based on performance and contributions. Established and fostered creative working relationship with The Show and Magazine to coordinate and execute projects involving various 123 Publications platforms.

- **Key contributor for the opening of Leadership Academy**; coordinated and managed all production activities for the opening.

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## EDUCATION & PROFESSIONAL DEVELOPMENT

**THE UNIVERSITY OF STATE** – New York, NY

Bachelor of Arts, Journalism

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