

# STEVE SARGENT - [STEVE@SARGENT.TV](mailto:STEVE@SARGENT.TV) - 917.673.7123 CONTENT CREATOR & STRATEGIST SINCE 2002

Expert in online content production, distribution, marketing and audience development. Specializing in digital video.

## EXPERIENCE

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Seasoned Team Leader in the digital content landscape (Marketing, Technology, Audience Development).

### **SARGENT.TV - Content Creator and Strategist - 12/02 - Present**

Select Clients...

*Tipit Communications* - NYC - Project Management - 6/07 - 7/07

- Production, development and support for various American Express campaigns' sites (as featured on NBC)

*Beliefnet.com* - NYC - Product Development- 9/06 - 5/07

- Winner of the 2007 "General Excellence Online award from the American Society of Magazine Editors" and 2006 Webby nominee for best Spiritual Website
- Launched a complete Site Redesign, Ad Serving System and Dating Service promotion with 3 months.
- Head of Product Development Group with four direct reports
- Project Management for full life cycle of projects (support business development to establish business requirements, create the statement of work, functional spec, manage budget and entire workflow from kickoff to execution)

*Atari* - NYC - Producer - 6/06 - 9/06

- Produced a series of commercials for Atari's XBOX 360 Game "Bullet Witch" (as featured on mtv.com)

*Cablevision* - Bethpage, NY - Production Manager - 6/04 - 6/06

- Launched first ever Interactive Classifieds TV Channel
- Architected transcoding system to ingest from multiple formats and output for broadcast and broadband video
- Web Development and content integration of data feed and video content (broadcast and web)
- Project Management for full life cycle and documentation for workflow guidelines and creative style guide

*Rainbow Media, LLC* - NYC - Producer - 1/04 - 6/04

- Web Design and implementation for time-sensitive features and contests

*New York-Tokyo* - NYC - Creative Operations Director - 4/03 - 7/03

- Program selection, coordination and sponsorship sales for New York-Tokyo's events such as NYT Film Festival
- Secured Warner Brothers as Grand Presenting sponsor and an exclusive screening of *the Animatrix* (US Premiere)
- Solely responsible for selling sponsorship

*Bravotv.com* - NYC - Producer 12/02 - 3/03

Design implementation for features on BravoTV such as "Cirque Du Soleil"

### **The Economist - NYC - Agile Marketing Operations - 6/15 - 3/16**

- Created and centralized internal global digital marketing playbook and associated processes to increase efficacy
- Audited existing and socialized new systems and processes to improve campaign attribution across our suite of digital marketing products (apps, websites, ads, content, creative, etc.)
- Worked with critical internal departments and external partners (Ad-serving, development, creative, strategic) to create positive, collaborative relationships to deliver high quality deliverables
- Evangelized marketing technology and tools and staying abreast of the evolving MarTech industry and its impact on their business on a day-to-day basis

## **Starz Entertainment - NYC - Digital Content Programming - 7/07 - 1/13**

- 2010 Streamy Award Winner for Best Animated Series: *How It Should Have Ended* (almost 6 Million subscribers)
- Content selection, acquisition, programming, syndication and marketing (SEO, SEM) for Starz Entertainment, Starz Digital Media, Manga Entertainment, *30 Second Bunnies*, *How It Should Have Ended*, Anchor Bay Entertainment
- Brokered content acquisition deal with Central Park Media to refresh and establish cornerstone of our digital offerings
- Launched Starz Digital Media's first anime, animation and horror broadband channels
- Created unique TV marketing cross-promotion with an appearance on the Tonight Show with Conan O'Brien

## **Beliefnet.com - NYC - Product Development- 9/06 - 5/07**

- Launched a complete Site Redesign, Ad Serving System and Dating Service promotion with 3 months.
- Head of Product Development Group with four direct reports
- Project Management for full life cycle of projects (support business development to establish business requirements, create the statement of work, functional spec, manage budget and entire workflow from kickoff to execution)

## **Palm Pictures - NYC - Senior Producer - 8/99 - 12/02**

- Launched first ever Internet Video on Demand web site featuring Music Videos, Independent Film and Anime
- Managed the full life cycle of all internal and external projects for clients such as Diesel, Perrier, and Timeout
- Established and provided documentation for workflow guidelines, QA procedures, metrics analysis, and project specifications for third party clients (everything from database specs to page/image formatting)
- Cited as exemplar site for web-building in best-seller 'Make Your Small Business Website Work: Easy Answers to Content, Navigation, and Design' by John Heartfield
- Director of photography for the original web series "We Deliver" and video campaign sponsored by Echowear
- Director of photography for Skindive's music video "Tranquilizer", and other EPKs for Palm artists

## **SKILLS**

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Project Management: Jira, Confluence, Basecamp, MS Project, OmniGraffle, Gliffy, Visio

Web Design/Production/Development: HTML, JavaScript, XML, CSS, PHP, Adobe CS6

Video: AVID, Final Cut, Expert on encoding/transcoding technologies.

CMS: WordPress, Drupal, EZ Systems, Joomla

Analytics: Google Analytics, Adobe Omniture, Webtrends

Advanced knowledge of Ad serving and DSP technologies (DCM, VAST, Adwords)

## **HONORS AND AWARDS**

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- Cannes Lion Innovation 2015 The Economist: Smart Data in Real-time
- 2015 DMA Grand Prix <http://www.dma.org.uk/>
- 2010 Streamy Award for Best Animated Series: *How It Should Have Ended*)
- 2008 Webby Winner for Animation & People's Choice: *30-Second Bunnies Theatre* / Starz
- 2007 National Magazine Awards: General Excellence <http://beliefnet.com>
- 2007 Webby Nominee <http://beliefnet.com>
- 2001 Webby Winner for Best Music Site