

STEVE SARGENT – STEVE@SARGENT.TV – 917.673.7123

CONTENT STRATEGY – MARTECH – VR/AR STRATEGY

Seasoned multi-disciplinarian strategist in the digital space specializing in production, Martech and development.

EXPERIENCE

Sargent.tv – XR Strategist – 12/02 – Present

- Steve Sargent has over a decade of marketing experience in promoting content to fans of music, film, anime and gaming culture using unique and compelling methods, online and offline. Expert in digital content acquisition and distribution.
- Digital marketing and technology consulting for brands like Amex, Microsoft, Warner Brothers

The Economist – Agile Marketing Operations – 6/15 – 3/16

- Created internal global digital marketing playbook and associated processes to increase efficacy
- Audited existing and socialized new systems and processes to improve campaign attribution across their suite of digital marketing products (apps, websites, ads, content, creative, etc.)
- Coordinated critical internal departments and external partners (Ad-serving, development, creative, strategic) to create positive, collaborative relationships to deliver high quality deliverables

Starz Entertainment – Digital Content Programming – 7/07 – 1/13

- Content selection, acquisition, programming, syndication and MarTech for Starz Entertainment, properties
- 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 – Product Development – 9/06 – 5/07

- Launched a complete Site Redesign, Ad Serving System and Dating Service promotion within 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, budget and managed entire workflow)

Palm Pictures – NYC – Senior Producer – 8/99 – 12/02

- Launched first ever Internet Video on Demand web site featuring Music Videos, Film and Anime
- Managed the full life cycle of all internal and external projects for clients such as Diesel, Perrier
- 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

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

Web Design/Production/Development: HTML, CSS, Adobe CSS

Video: AVID, Final Cut, Premiere, Knowledgeable in various encoding/transcoding technologies.

CMS: WordPress, Drupal, EZ Systems, Joomla, Hubspot, MailChimp, Yesmail

Ads/Analytics: Google Marketing Platform (Ads, Analytics, Search Console, Tag Manager), Tealium, Adobe Analytics (Omniure),

Martech: Hubspot, Marketo, Salesforce

HONORS AND AWARDS

- 2015 Cannes Lion Innovation The Economist: Smart Data in Real-time
- 2015 DMA Grand Prix <http://www.dma.org.uk/>
- 2010 Streamy Award Winner for Best Animated Series: How It Should Have Ended (8 Million subscribers)
- 2008 Webby Winner for Animation & People's Choice: 30-Second Bunnies Theater / Starz
- 2006 Webby Nominee <http://beliefnet.com>
- 2001 Webby Winner for Best Music Site (Palm Pictures/Sputnik7)

To Whom It May Concern:

I have worked in the online content production, distribution, marketing and audience development space for well over a decade. While I've worked in other industries (as a pilot and engineer) with web, streaming video, I specialize in the entertainment space (Music, TV, Digital & Theatrical).

At PalmPictures (founded by Rock and Roll Hall Of Fame inductee, Chris Blackwell), I produced websites, online campaigns for award-winning bands, films (including the first-ever original web series "We Deliver" as featured in WIRED magazine), and a 2001 Webby award-winning music site.

I created and funded, via sponsorship sales, my own film festival featuring Warner Brothers' release of the Wachowski brothers' classic "The Animatrix". Produced a series of xBox360 commercials for Atari's "Bullitt Witch" as featured on MTV.com.

At Starz Entertainment, I was solely responsible for digital content programming for their numerous content catalogs (Starz Entertainment, Manga Entertainment, Anchor Bay Entertainment). I developed and produced video series promoting their franchises as well as their digital extensions (games, comics, social media feeds). As evidenced by my accolades (2001 Webby Winner for Best Music Site Sputnik7, 2008 Webby Winner - 30 Second Bunnies Theatre / Starz, 2010 Streamy Award Winner - HowItShouldHaveEnded, recognized for Best practices in YouTube's official Content Playbook for youtube.com/howitshouldhaveended A/K/A HISHE Grew from 270K subscribers to 8M+), I excel in this space. Simply put, I know how to bring all the right people to the table to make it happen.

My client roster includes American Express, Atari, BravoTV, Microsoft, Rainbow Media, Starz, The Economist and Warner Brothers.