

STEVE SARGENT

[HTTP://SARGENT.TV](http://SARGENT.TV) - STEVE@SARGENT.TV

917.673.7123

SUMMARY

Over 10 years of multi-media technology and marketing experience. Specializes in promoting clients using unique and compelling methods, online and offline with web, streaming video, broadcast video and interactive TV. I enjoy introducing consumers to interesting anime/film/music content via content acquisition or as an expert on broadband technology.

WORK EXPERIENCE

Starz Media, LLC - NYC – Digital Content Programming - 7/07 – current

- Content selection, programming, and promotion for Starz Entertainment, Starz Media (Manga Entertainment, Film Roman, Webby award-winning 30 Second Bunnies), Anchor Bay Entertainment and Overture Films.
- Content Programming and Acquisition for the Sci Fi Channel's anime block "Ani-Mondays".
- Launched Starz Media's first broadband channel, the premier source for Japanese Anime online, www.manga.com.
- Launched Starz Media broadband horror channel featuring Anchor Bay Entertainment's classic titles, www.abehorror.com
- Marketing, SEO, SEM, and Business Development for Starz Media's online properties and extensions
- Created unique TV marketing cross-promotion with an appearance on the Tonight Show with Conan O'Brien
- Interviewed by Complex.com as "North America's biggest anime and manga expert".

SARGENT.TV - Digital Marketing and Video Production – 12/02 - 7/07

Select Clients...

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

- Developed and launched the American Express: Open Forum 3 online chat event (as featured on NBC).
- Production, development and support for various American Express campaign sites.

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
- Built a transcoding system that allowed them to ingest content from multiple providers and output it for broadcast and broadband video simultaneously. I am intimately familiar with encoding/transcoding technologies.
- 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
- Two direct reports

Rainbow Media, LLC – NYC – Freelance Producer – 1/04-6/04

- Web design for various features and contests (i.e., [Varekai](#) Promotion)
- Web Design and implementation for time-sensitive features and contests on [MagRack.com](#)

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 [New York-Tokyo Film Festival](#).
- Secured Warner Brothers as Grand Presenting sponsor and an exclusive screening of *the Animatrix* (US Premier). Solely responsible for selling sponsorships.

Bravotv.com – NYC – Freelance Producer 12/02-3/03

- Design implementation for features on [BravoTV](#) such as "Cirque Du Soleil".

Sputnik7.com (2001 Webby Award Winner) - NYC - Senior Producer – 8/99-12/02

- Launched first ever Internet Video on Demand web site featuring Music Videos, Independent Film and Anime
- Created streaming content for RealPlayer, Windows Media, and Quicktime using standard encoders (e.g., RealProducer, Windows Media Producer, Quicktime Broadcaster) and various Batch Encoders (from hardware-based encoding systems such as the Media100 to software-based transcoders such as Media Cleaner, Telestream Flip Factory, etc.). I also worked with early video formats for mobile phones (e.g., "Packet" Video for PalmPictures Music Video, ironically, they said no one would ever buy videos let alone for a mobile device ;-) and recently with the iPod format (H264 Quicktime).
- Managed the full life cycle of all internal and external projects from the creation of our intranet and web publishing system to rich media promotions 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).
- Content Acquisition (brokered deal with Anime Distributor Central Park Media for DVD release of Votoms resulting in being featured on Windowsmedia.com)
- 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 Viral Video campaign sponsored by Echowear featuring Tricky.
- Director of photography for ["Skindive's"](#) music video "Tranquilliser", and other EPKs for Palm artists.

TECHNOLOGY SKILLS

- HTML, JavaScript, XML, PHP, JSP, Photoshop, Illustrator, Dreamweaver, Flash MX, AVID, Final Cut Studio;
- Intimately familiar with project management tools such as MS Project & Visio;
- Expert in ad serving and web reporting technologies (i.e., Eyeblast, DART, Omniture, Webtrends)

SUMMARY

Back in '96, I instructed Siegel & Gale's interactive team on how to create CD-ROMs using the MPEG1 codec. At sputnik7.com, I went on to create streaming content for RealPlayer, Windows Media, and Quicktime using their standard encoders (e.g., RealProducer, Windows Media Producer, Quicktime Broadcaster) as well as various Batch Encoders (from hardware-based encoding systems such as the Media100 to software-based transcoders such as Media Cleaner, Telestream Flip Factory, etc.). I also worked with early video formats for mobile phones (e.g., "Packet" Video for PalmPictures Music Video) and recently with the iPod format (H264 Quicktime). At Cablevision, I built a transcoding system that allowed them to ingest content from multiple providers and output it for broadcast and broadband video simultaneously. I am intimately familiar with encoding/transcoding technologies.

I've done content acquisition and promotion for it in unique, previously unexplored environments...

<http://sputnik7.com/news/9-blood-the-last-vampire.html> (Manga's best-selling debut for an Anime DVD ever...)

http://archive.newyork-tokyo.com/nyttf/index_flash.html (I sold sponsorship and acquired content for my own film festival)

<http://skuld.animenewsnetwork.com/pressrelease.php?id=296> (A content deal I brokered...)

<http://www.wired.com/news/culture/0,1284,43524,00.html> ("We Deliver" An original Web Series by Palm/Sputnik7 for which I produced the website and subsequent viral campaign)

I've personally managed, developed and marketed extremely varied Digital/Interactive ad campaigns for entertainment-related content such as feature films and bands to sites for enormously popular products like Perrier, Diesel, as well as corporate campaigns for Ford and GM. My client roster includes Atari, BravoTV, Cirque Du Soleil, Diesel, FrostKing, GM, Manga, Perrier, Porsche, Warner Brothers and more. As my resume illustrates, I know what it takes to create these campaigns (as I've personally worked as an implementer using HTML, XML, javascript and flash), serve them (I've built web servers and worked as a systems analyst in supporting these environments as well) and their related creatives (I'm intimately familiar with DART and other ad-serving technologies not to mention reporting suites such as Webtrends and Omniture).

At sputnik7.com and Cablevision, I managed the full-life cycle of campaigns at online/interactive TV campaigns (most recently http://blog.itvt.com/my_weblog/2006/01/ford_launches_i.html). I developed proposals, created wireframes, interfaced with clients, set timelines for the development and creative teams, managed budgets for external resources/contractors, and established workflow processes and procedures.

These award-winning products (e.g., 2001 Webby for best music site: <http://www.webbyawards.com/webbys/winners-2001.php#music> "iO: Interactive Optimum® Digital Cable Service Winner of 2005 Interactive Television Emmy http://sargent.tv/oa_io_prime_emmys_video.mov) have often been the vanguard for emerging technologies (<http://www.pacific.adobe.com/motion/spotlights/sputnik7/main.html>). Sputnik7.com (the first online Video On Demand product) utilized flash and streaming video (RealPlayer, Windows Media and Quicktime codecs) in a fashion is now standard in Adobe's technologies. Interviewed by [Complex.com](#) as "North America's biggest anime and manga expert". <http://www.complex.com/blogs/2009/03/04/percy-carey-steve-sargent-of-mangacom-interview/>