

STEVE SARGENT - 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

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

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)

SKILLS

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

Cannes Lion Innovation 2015 The Economist: Smart Data in Real-time / Starz

2007 National Magazine Awards: General Excellence <http://beliefnet.com>

2001 Webby Winner for Best Music Site