

Steve Sargent

Marketing, Technology, Audience Development.

About me

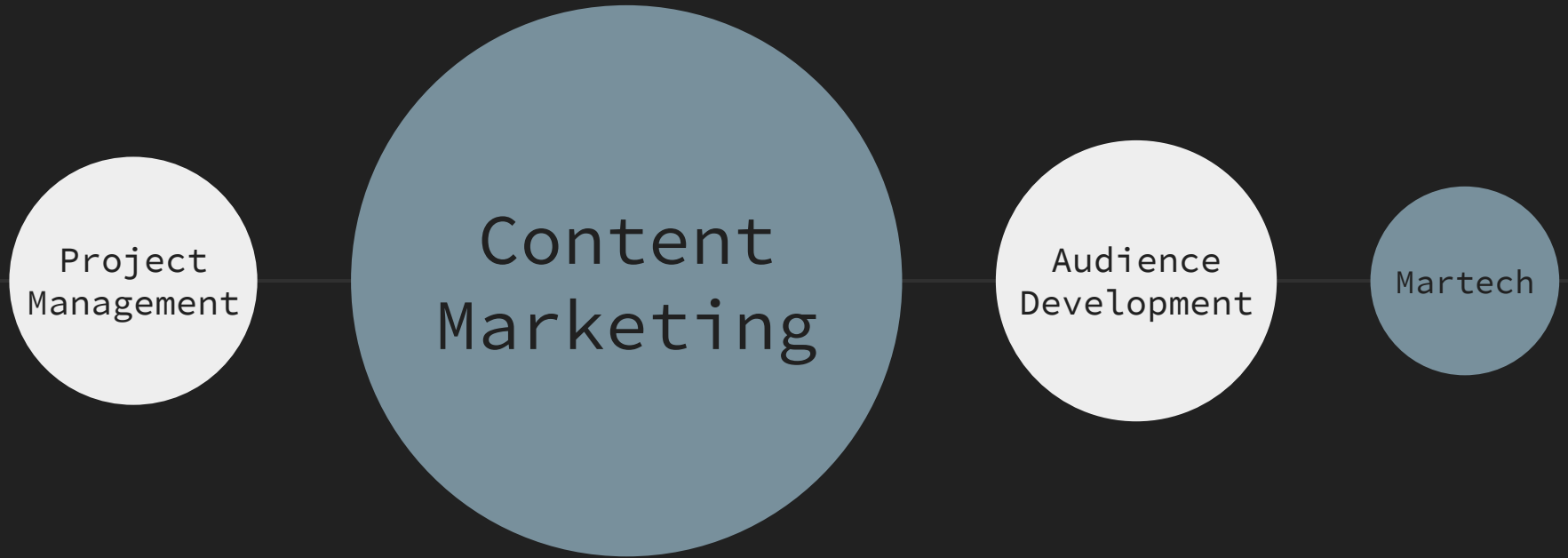
Steve Sargent is an award-winning expert on technology and marketing for web, streaming video, broadcast video and interactive TV specializing in entertainment (Music, TV, Digital & Theatrical).

Expert in online video production, distribution, marketing and audience development. With over a decade of experience, Steve has a vast knowledge here creatively and technically.

<http://sargent.tv> clients include:

Atari, Microsoft, Rainbow Media, Starz, and Warner Brothers

Expertise



Skills

Project Management

- Jira, Confluence, Basecamp, MS Project, OmniGraffle, Gliffy, Visio

Web Design & 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

Career Highlights

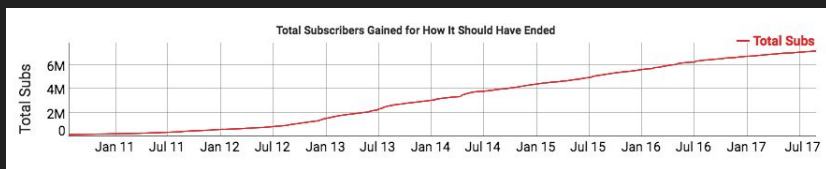
Starz Entertainment

- Marketing, SEO, SEM, and Business Development for Starz Entertainment, Manga Entertainment (**1.4M Facebook Likes**), Anchor Bay Entertainment (Distributor of *The Walking Dead* and George Romero classics like *Dawn Of The Dead*)
- Created unique TV marketing cross-promotion with an appearance on the Tonight Show with **Conan O'Brien**

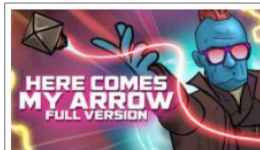


How It Should Have Ended

- Animated parody alternate endings to major motion pictures.



- **7 Million + subscribers** (First 2M+ Generated within the first year and half of acquisition)
- Dedicated Fanbase with built-in brand placement



HERE COMES MY ARROW – GUARDIANS OF THE GALAXY VOL. 2 PARODY

[WATCH ON YOUTUBE](#)



HOW GUARDIANS OF THE GALAXY VOL. 2 SHOULD HAVE ENDED

[WATCH ON YOUTUBE](#)



HULK SPOILS MOVIES

[WATCH ON YOUTUBE](#)



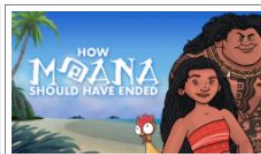
HOW KONG SKULL ISLAND SHOULD HAVE ENDED

[WATCH ON YOUTUBE](#)



SPIDER-MAN HOMECOMING – HISHE REVIEW

[WATCH ON YOUTUBE](#)



HOW MOANA SHOULD HAVE ENDED

[WATCH ON YOUTUBE](#)

Sputnik7

- First ever Internet Video on Demand web site featuring Music Videos, Independent Film and Anime
- Founded by Chris Blackwell (2001 Rock and Roll Hall of Fame inductee)
- **2001 Webby Winner for Best Music Site**



Awards

Cannes Lion Innovation 2015

Smart Data in Real-time

The Economist

June 2015 - March 2016

**2010 Streamy Award for Best
Animated Series: How It Should
Have Ended)**

Starz Entertainment

July 2007 - January 2013

2001 Webby for Best Music Site

Sputnik7, NYC

August 1999 - December 2002

Contact

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