

STRATEGIC DIRECTOR

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CREATIVE AND STRATEGIC DIRECTOR OF CONTENT

EXTENSIVE MASS MEDIA EXPERIENCE | CONTENT CREATION AND PRODUCTION | STRATEGIC PARTNERSHIPS

- **Experienced Creative Executive Management Leader....**Accomplished professional actively pursuing an executive opportunity driving content development and execution where strategic vision, experience with mass media, and expertise in syndicated programming, department leadership, and strategic partnerships will be held at a premium.
- **Effective Operations Manager** offering two decades of experience in media programming, budget development and forecasting, talent booking, production, and technical responsibilities. An extensive record of achievement in multiple leadership roles at Viacom, shaping the launch and evolution of syndicated radio programming networks for MTV, VH1, and CMT.
- **Accomplished in Revenue Production** with extensive experience securing multiple lucrative distribution and advertising sales partnerships with organizations that include Westwood One, Ad Large Media, KMG Networks, Sun Broadcast Group, and Cumulus Media.
- **Skilled in Managing Large Teams** with success supervising the efforts of writers, journalists, producers, audio engineers and talent managers; achieved great results leading teams in Nashville and New York City to coordinate and launch the most successful syndicated radio partnership in Viacom history.

■ ■ ■ LEADERSHIP AND EXECUTIVE MANAGEMENT QUALITIES ■ ■ ■

- Leading Content Development and Production
- Expertise in Syndicated Media Programming
- Building and Managing Large Teams
- Expertise in Radio/Online/Digital Media
- Managing Brand Positioning & Messaging
- Engaging with Talent
- Addressing Unmet Market Needs
- Fortune 500 Media Company Experience
- Securing Opportunities for Revenue Growth
- Expertise in Budget Development/Administration
- Writing, Producing, and Directing Content
- Exhibiting Decisive Business Leadership
- Producing Large-Scale Media Events
- Experienced in Long & Short-Form Programming

PROFESSIONAL HISTORY

1995 to 2015: Viacom, New York, NY

- **Vice President, MTV Music Group (2013 to 2015)**

A demonstrated record of success and achievement at this multi-billion dollar global mass media company, marked by a series of promotions to positions of increased influence, authority, and accountability.

As Vice President of the MTV Music Group, fulfills a critical leadership role directing the effective management of VH1 syndicated radio properties that include the VH1 Radio Network and nightly syndicated VH1 Classic Radio program *On Tap Hosted by Nik Carter*. Maintains supervisory authority over a team of 9 professionals and an annual operating budget of \$3MM, engaged in the development of radio/digital/online programming, budget development and forecasting, talent booking, production, and technical responsibilities.

- Outstanding and exceptional results in revenue generation, marked by the acquisition of multiple lucrative distribution and advertising sales partnerships with organizations that include Ad Large Media, KMG Networks, Sun Broadcast Group, and Cumulus Media.
- Served an integral role leading the launch of the VH1 Radio Network, a partnership with Sun Broadcasting that provides short and long-form programming to radio stations.
- Originates, promotes, and develops ideas for brand extensions and new revenue opportunities based on branded content, securing positioning in linear and digital channels.
- Contributed additional service and expertise as a radio consultant to CMT, providing guidance and direction with respect to that channel's partnership with I Heart Media.

2008 to 2012: Vice President / Co Producer of VH1, VH1 Home Entertainment

Led the planning, development, and production of the syndicated radio program *VH1 Classic Rock Nights*, the pre-cursor to *On Tap Hosted by Nik Carter*, working in partnership with Cumulus Entertainment to build a product that served an unmet need for syndicated classic rock radio programming.

- Fostered the development of new revenue channels through the formation of distribution partnerships with Cumulus Media and the Dial Global radio syndication company, securing placement of *VH1 Classic Rock Nights* on 50 radio stations.
- Served as the architect of the initial pitch, concept, and title for the multi-platinum *Kissology* DVD franchise; assumed a lead role in all content selection and led interviews with band members to create commentary tracks.
- Supervised marketing, mastering, mixing and packaging for all three volumes of the *Kissology* franchise, which grew to encompass 10 DVDs.

“John is a consummate pro, a great leader, and a guy with a vision who can communicate it to others clearly and convincingly. He manages up, manages down, and finds a way to get it done – truly an asset to any media or content company.”

Tony R.
President of Jacobs Media

2005 to 2008: Senior Director, MTV Networks

Pioneered the launch of the VH1 and CMT-branded radio networks in partnership with Westwood One, the world’s largest syndicated radio company, securing placement of branded syndicated programs across 275 terrestrial radio stations. Provided long and short-form radio programming to stations, including branded news briefs, artist spotlights, movie segments, and entertainment briefs.

- Built and led a high performing team of 25 professionals from the ground up, leading a campaign to recruit, hire, and train writers, journalists, producers, audio engineers and talent managers dedicated to the overall success of the business.
- Successfully managed personnel in New York and Nashville to achieve all launch milestones on time and within budget; engaged in extensive travel to build and launch the CMT Radio Network, which evolved into the company’s most successful radio partnership to date.
- Maintained authority for the success of all staffing, budgets, technical studio design, radio-related events, coverage assignments and travel accommodations.

2000 to 2004: Director, MTV Networks

Leveraged decisive business leadership to direct the operations of the MTV and VH1 radio stations on XM Satellite Radio, managing a staff of 20 while also serving as writer and producer. Determined content mix and programmed playlists for the MTV and VH1 satellite radio stations, while contributing expertise leading multiple special projects.

- Key achievements include producing the Concert for New York City global radio simulcast, a benefit concert organized by Paul McCartney to honor the services of first responders during the September 11, 2001 terrorist attacks.

1995 to 1999: Producer, MTV Networks

Contributed to the development and launch of the MTV Radio Network, authoring and producing radio content derived from interviews with over 300 artists and coverage of media events.

Early Career

Associate Producer, MJ1 Broadcasting, New York, NY

■ ■ ■ EDUCATION ■ ■ ■

Associate of Arts Degree in Communication – KINGSBOROUGH COMMUNITY COLLEGE
Coursework in Communication and Film – BROOKLYN COLLEGE
Credits in Digital Photography – INTERNATIONAL SCHOOL OF PHOTOGRAPHY

Executive Producer

On Tap presented by VH1 Classic (200 episodes, ongoing)
Rock Icons (radio version 9 episodes)

Supervising Producer

MTV Total Request Live Weekend Countdown (100 episodes)
MTV Jams Weekend Countdown (50 episodes)
VH1 Classic Rock Nights (200 episodes)
MTV Tr3s Weekend Countdown (50 episodes)

Producer

Hope for Haiti Now (live global radio broadcast)
9/11 Concert for New York City (live global radio broadcast)
VH1 Behind the Music (radio series 12 episodes)
MTV Concert Series
Headbangers Ball Radio (XM)
MTV Unplugged (various radio specials)

Co-Producer

Kissology Volumes I, II, III (sold multi-platinum, debuted at #1 on Billboard DVD chart)

Writer

Rock Icons (radio version 9 episodes)
VH1 Behind the Music (radio series 12 episodes)
MTV Concert Series
Headbangers Ball Radio (XM)
MTV Unplugged (various radio specials)
MTV Video Music Awards radio special hosted by Kurt Loder

Host

Headbangers Ball Radio
Rock Icons (radio series)

Interviews

Britney Spears, Christina Aguilera, No Doubt, Eric Clapton, Everclear, Kiss, Motley Crue, Judas Priest, Red Hot Chili Peppers, Green Day, Marilyn Manson, LL Cool J, Destiny's Child, Adam Ant, Johnny Rotten, The Alarm, Aalyiah, MC Hammer, Flava Flav, MC Lite, Ice T, Imagine Dragons, Pink, Dashboard Confessional, Warrant, Winger, The Smithereens, Ice Cube, Our Lady Peace, Stone Temple Pilots, Goo Goo Dolls, Wyclef Jean, Rob Zombie, Steve Vai, Ozzy Osbourne