

JASON STEINBERG

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A SKILLED LEADER WITH EXPERIENCE IN DIGITAL MEDIA, INTERACTIVE ENTERTAINMENT, INTEGRATED MARKETING, STRATEGY, PLANNING, GAMING, VIDEO PRODUCTION, SOFTWARE DEVELOPMENT, E-COMMERCE/BUSINESS, AND WEB PRODUCTION. HIGHLY CREATIVE. ABLE TO TURN COMPLEX INFORMATION INTO EXECUTABLE PLANS. DEMONSTRATED KNOWLEDGE OF DEVELOPMENT, SCHEDULING, BUDGETING, DESIGN AND MAINTENANCE FOR DOMESTIC AND INTERNATIONAL MARKETS.

Expertise includes:

- SOCIAL MEDIA MARKETING
- INTEGRATED & CROSS PLATFORM COMMUNICATIONS
- PRODUCTION PROCESS CREATION, IMPLEMENTATION
- DIGITAL MEDIA PLANNING & STRATEGY
- BRAND MANAGEMENT
- PRODUCT DEVELOPMENT
- EXECUTIVE CONSULTATION; STAKEHOLDER MANAGEMENT
- CONCEPT CREATION, DEVELOPMENT AND EXECUTION
- ONLINE MARKETING AND PUBLICITY
- USABILITY; INFORMATION ARCHITECTURE
- BUDGET AND SCHEDULING
- CLIENT AND VENDOR RELATIONS

EXPERIENCE

SPARK COMMUNICATIONS

Media Director

**Chicago, IL
May, 2008 – Present**

SENIOR DIGITAL DIRECTOR AT SPARK COMMUNICATIONS, A FULL SERVICE MEDIA AGENCY WITH A DIGITAL CORE AND A DIVISION OF THE STARCOM MEDIAVEST GROUP. RESPONSIBLE FOR DIRECTION AND STRATEGY OF THE AGENCY'S HIGH PROFILE ACCOUNTS INCLUDING TGI FRIDAY'S, E*TRADE, SUZUKI AND PURINA. DUTIES INCLUDE:

- SOCIAL MEDIA LEAD FOR AGENCY
- MANAGEMENT OF A STAFF OF 12 AND OVERSIGHT OF \$90+ MILLION IN DIGITAL INVESTMENT
- PARTICIPATION IN NEW BUSINESS ACTIVITIES
- DRIVER OF INTERNAL AND EXTERNAL AGENCY RELATIONSHIPS
- LONG TERM CLIENT STRATEGY AND DEVELOPMENT
- DRAFTING OF POSITIONS ON EMERGING MEDIA, NEW TECHNOLOGY AND STRATEGIC COMPANIES
- CONTRACT NEGOTIATION ACROSS EXISTING AND NEW CLIENTS

AEGIS MEDIA

Digital Director – Carat Australia

Global Account Director, APAC - Isobar

**Sydney, Australia
2006 – 2008**

DUAL ROLE OF DIGITAL DIRECTOR OF CARAT AUSTRALIA AND GLOBAL ACCOUNT DIRECTOR FOR THE ASIA PACIFIC REGION OF THE ISOBAR NETWORK, THE PREMIER GLOBAL NETWORK OF DIGITAL AGENCIES. DUTIES INCLUDE NEW BUSINESS DEVELOPMENT, MANAGEMENT OF CLIENT RELATIONSHIPS, THE CHAMPIONING OF DIGITAL STRATEGIES FOR BOTH THE CLIENT AND AGENCY ALIKE. OVERSIGHT OF DIGITAL MEDIA ACCOUNTS INCLUDING BAYER, LUXOTTICA, EMI, YUM!, IAG, HSBC, HACHETTE AND THE MANAGEMENT OF GLOBAL ACCOUNTS, MOST NOTABLY TOURISM AUSTRALIA. ACHIEVEMENTS INCLUDE:

- 65% GROWTH OF DIGITAL BILLINGS
- STRATEGIC ALIGNMENT OF MEDIA, SEARCH AND PRODUCTION CAPABILITIES WITHIN AEGIS
- END TO END PROCESS REVIEW OF CARAT DIGITAL WHICH INCLUDED A RESTRUCTURING OF CARAT DIGITAL'S FEES WHICH LED TO A 20% INCREASE IN PROFIT MARGIN AND A LOWERED BASE NEGOTIATING POSITIONS WITH MEDIA OWNERS

WARNER BROS. ONLINE

Account Manager, Warner Bros. Theatrical, DC Comics

Los Angeles, CA

2002 - 2006

TEAM LEAD FOR THE AWARD-WINNING WARNER BROS. INTERNAL INTERACTIVE MARKETING AND DESIGN AGENCY. GUIDED TEAMS IN CREATIVE SOLUTIONS FOR SCOPE, SCHEDULE AND BUDGET CONCERNS; FORMALIZED METHODOLOGY FOR THEATRICAL PROJECTS. LEAD PROJECTS CONSISTING OF UP TO 15 INTERNAL MEMBERS AND THREE EXTERNAL VENDORS IN THE PLANNING AND EXECUTION OF COMPLEX, LONG TERM INTERACTIVE PROJECTS. INTERNAL TEAM INCLUDED, STAKEHOLDERS, DESIGNERS, DEVELOPERS, DBAs, ENGINEERS AND COPY WRITERS.

- CONCEPTUALIZED, PLANNED AND EXECUTED MULTI-MILLION DOLLAR, WORLDWIDE ONLINE MARKETING PROGRAMS INCLUDING *Harry Potter (3,4,5)*, *Superman Returns* AND OTHERS
- ESTABLISHED DOCUMENTATION STANDARDS (DESIGN, SCHEDULE, BUDGET) FOR DEPARTMENT
- RESPONSIBLE FOR TURNING NEGATIVE RELATIONSHIPS WITH CLIENTS INTO LOYAL, REPEAT BUSINESS
- PARTICIPATED IN VARIOUS ONLINE PROMOTIONS FOR WARNER BROS. TV, WARNER BROS. HOME VIDEO, AND WARNER BROS. ANIMATIONS

ELECTRONIC ARTS

Producer - Network Experience, Game Capabilities, EA Games Channel

San Francisco, CA

2000 - 2002

RESPONSIBLE FOR TEAM MANAGEMENT AND COORDINATION OF LARGE, NETWORK WIDE INITIATIVES FOR THE EA.COM GAMING PLATFORM FROM CONCEPTION TO COMPLETION. LEAD TEAMS OF ENGINEERS, CONTENT OWNERS, UI DESIGNERS, CODERS AND ARTISTS FOR SPEC COMPLETION AND IMPLEMENTATION.

- **Web Producer:** *The Sims Online*
- **Channel Producer:** *EA Games Channel*
- **Network Producer:** *EA.com Online Tournaments*
- **Capability Producer:** *Majestic*
- **Web Producer:** *Multi-Brand Promotional Initiatives*

ON2.COM

Broadband Content Producer

NYC, NY

1999 - 2000

INITIATED PLANNING AND EXECUTION OF INTERACTIVE NET-CASTS AND SHOWS FOR THE WEB FROM START TO FINISH. REGULARLY DEFINED FEATURES AND FUNCTIONALITY FOR PROGRAMMING AND INTEGRATION; TEAMED WITH CREATIVE AND TECHNICAL LEADS TO MANAGE STRATEGY, PRODUCTION, SCHEDULE, BUDGET AND QUALITY ASSURANCE, LEAD AND COORDINATED EFFORTS OF THE TEAMS, AND ACTED AS PRIMARY PRODUCTION LEAD.

- **Sr. Producer:** *Fast Film Fest*
- **Sr. Producer:** *The Joey Berlin Show*
- **Sr. Producer:** *Sundance Film Festival*
- **Assoc. Producer:** *Hot Pix*
- **Producer:** VARIOUS INTERACTIVE GAMES

MORGAN STANLEY DEAN WITTER AND DISCOVER

Deerfield, IL

Product Specialist, E-Commerce Team

1999

1997-

IDENTIFIED, DEVELOPED AND IMPLEMENTED PRODUCT SPECIFICATIONS FOR CUSTOMER SERVICE FUNCTIONS ON DISCOVER CARD WEB SITES.

- **Project Lead:** PRIVATEISSUE.COM REDESIGN
- **Project Lead:** ONLINE CREDIT ACTIVATION

- **Project Specialist:** SMART CARD ONLINE CONSUMER SIGHT
- **Project Specialist:** DISCOVERCARD.COM

EDUCATION

- UNIVERSITY OF WISCONSIN, MADISON - BACHELOR OF ARTS IN BIOLOGY
ARTS AND ENTERTAINMENT EDITOR - *The Daily Cardinal*
- GOOGLE ADWORDS, IPROSPECT SEARCH CERTIFICATION, VIVA! SOCIAL MEDIA UNIVERSITY

AWARDS & AFFILIATIONS

- ADVISORY BOARD OF DIRECTORS, MUSEUM OF BROADCAST HISTORY
- NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES, MEMBER
- JFAM BEST CONSUMER MEDIA CAMPAIGN: E*TRADE
- AEGIS AWARD, TOURISM AUSTRALIA DOMESTIC MARKETING PROGRAM
- INTERACTIVE MEDIA AWARD, BEST IN CLASS, THEATRICAL WEBSITE: HAPPY FEET
- WEB AWARD, OUTSTANDING WEBSITE: HARRY POTTER AND THE PRISONER OF AZKABAN
- WEB AWARD, STANDARD OF EXCELLENCE: A CINDERELLA STORY
- WEBBIE NOMINEE: BEST GAMING SITE, EA.COM