

STEVE SARGENT

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SUMMARY

Over 10 years of multi-media technology and marketing experience with web, streaming video, broadcast video and interactive TV specializing in Music, TV, Digital & Theatrical. Whether it's content acquisition, web streaming, broadcast video and/or interactive TV technologies, Steve has a vast knowledge in this space, creatively and technically.

WORK EXPERIENCE

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

- Content selection, acquisition, programming, syndication and promotion for Starz Entertainment, Starz Digital Media, Manga Entertainment, *30 Second Bunnies*, *How It Should Have Ended*, Anchor Bay Entertainment.
- Marketing, SEO, SEM, and Business Development for Starz Media's online properties and extensions (Motion Comics, Casual Games, Mobile Games)
- Content Programming and Acquisition for the SyFy Channel's anime block.
- 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
- 2008 Webby Winner (Animation & People's Choice) 30-Second Bunnies Theatre / Starz
- 2010 Streamy Award Winner (Best Animated Series *HowItShouldHaveEnded*)

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

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

- Production, development and support for various American Express campaign sites (e.g., Open Forum 3 event as featured on NBC).

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., Cirque Du Soleil 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 NYT 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.

Siegel & Gale - NYC – Systems Integration Analyst – 12/96-8/99

- Supervised a team of 6 that configured, tested and implemented Siegel & Gale's contact database, timesheet system, and Wide Area Network for 300+ in NY, LA, and London.
- Technical Consultant for client projects such as American Express, Caterpillar, and IBM.

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., Eyeblaster, DART, Omniture, Webtrends)

HONORS AND AWARDS

- 2001 Webby Winner for Best Music Site <http://sputnik7.com>
- 2007 National Magazine Awards: General Excellence <http://beliefnet.com>
- 2007 Webby Nominee For Religion & Spirituality <http://beliefnet.com>
- 2008 Webby Winner (Animation & People's Choice) 30-Second Bunnies Theatre / Starz
- 2010 Streamy Award Winner (Best Animated Series HowItShouldHaveEnded)
- Interviewed by Complex.com as "North America's biggest Anime and Manga expert".
- Appearance On Tonight Show with Conan O'Brien