



# JASON ZIEMIANSKI

STRATEGY / LEADERSHIP  
MARKETING / SALES / PRODUCT /  
PARTNERSHIPS / CONTENT /

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## SKILLS

### BUSINESS DEVELOPMENT

Proven ability to identify strategic opportunities and partners to drive growth and revenue

### SALES

I have directly built and led sales teams, pitch formulations and presentations, eight-figure pipeline management and campaign execution

### CROSS-PLATFORM MARKETING

Deep experience in creating and managing multi-million dollar branding and performance-based marketing campaigns across multiple channels

### DATA SCIENCE

Demonstrable record of building custom data solutions to track content performance and user behavior while using that data to inform strategic and creative planning

### SOCIAL MEDIA

## SUMMARY

I'm a dynamic executive with a diverse background across management, marketing, sales, business development, product, commerce and content. I built the largest video network for alternative GEN Z females, restructured and grew the largest pet video channel on the internet, had the good fortune of celebrating two exits and I had the even better fortune of founding a company that didn't make it. The insights and humility I have gained as a multidisciplinary executive in both emerging and established companies have helped me find my passion for pairing creativity with data to solve problems. More importantly, I have discovered the joy of building and working with teams that are inspired by each other and the unity that comes with a clear mission. . Currently, I'm seeking an entrepreneurial challenge with a progressive company that has a product/market fit and a positive, team-centric culture.

## WORK EXPERIENCE

### Real Vision

2019 - present

#### General Manager, Product & Distribution

- Secured board and company-wide consensus to revise and deploy a new business model and corporate strategy
- Led team to restructure RealVision.com to drive consumer growth across multiple channels including SVOD, AVOD and TVOD
- Restructured payment and subscription management infrastructure to meet both consumer and business goals
- Led development of recommendation engine to increase customer engagement
- Oversee all distribution partnerships
- Re-built mobile experience to drive customer acquisition and engagement
- Identified and manage paid marketing funnels across the suite of products
- Led all ideation and product strategy around Real Vision's distributed strategy through a custom self-serve tool [www.realvision.com/portal](http://www.realvision.com/portal)
- Manage sales team

### Ripple Entertainment

2015 - 2019

#### Chief Strategy Officer & Co-Founder

- Created business plan and financial model that led to close of eight figure capital raise
- Grew company to 22 employees & oversaw corporate P&L
- Led creative development and programming of 3 unique media brands from concept to over 2M subscribers/followers and over 1/2 Billion video views
- Developed and implemented performance-based, influencer, experiential and branding marketing strategies and managed associated seven-figure budgets
- Created all analytics dashboards to track consumer behavior across platforms to inform content, product and advertiser opportunities
- Managed sales team
- Led all business development initiatives with brands, platforms and strategic partners

### Fremantle Media

2014 - 2015

#### VP, Digital Partnerships & Cross-Platform Strategy

- Oversaw development and management of owned and operated digital networks including:
  - Restructured The Pet Collective (the largest pet channel on the internet) resulting in a dramatic decrease in cost and corresponding increase in channel growth and revenue.
  - The successful restructuring resulted in a pivotal JV with Jukin Media in July 2015 leading to over 34 Million followers and over 10 Billion video views
  - Managed the development and deployment of the award-winning Buzzr (the leading game show channel on YouTube) including development of programming slate and audience development strategy
  - Buzzr was part of the YouTube residency program and the first YouTube channel to release updated versions of classic games (i.e. Password, Family Feud, Beat The Clock)

I have been building businesses using social media since its inception. This includes leveraging the capabilities and data from existing platforms as well as building custom social platforms from the ground up.

## LICENSING & DISTRIBUTION

Extensive experience negotiating content licensing agreements for domestic and international platforms and products

## CONSENSUS BUILDING

Dynamic presenter adept at conveying a vision to inspire confidence and adoption

## PRODUCT MANAGEMENT

Leadership in all aspects of product across mobile, web and social

## CREATIVE & STRATEGIC DIRECTION

Unique combination of business/analytical and creative - artist, musician, writer, performer

## TEAM BUILDING & MANAGEMENT

Experienced building and managing high-performing, cross-functional teams

## BUSINESS STRATEGY

Demonstrable ability to identify, outline and execute strategic business initiatives in dynamic, nascent environments

## ONLINE VIDEO

Extensive experience programming, distributing and optimizing original video content for brands and consumers

- and Body Language) using popular YouTube talent as hosts and contestants
- Managed sales team

## Big Frame (acquired by DreamworksSKG)

2012 - 2014

### Head of Community & Monetization

- Core member of one of the first MCNs funded in partnership with YouTube
- Oversaw creation, development, deployment, monetization and marketing of digital media brands on and off YouTube generating over 500M video views each month

## Levity Entertainment Group (acquired by AMC)

2009 - 2012

### VP, Interactive & Partnerships

- Built full-service digital agency inside the Levity Entertainment Group focusing on custom Facebook and YouTube strategies for brands and personalities
- Led complete refresh of the IMPROV comedy brand online including total digital footprint and ticketing solution

## Tagworld/FLUX (acquired by Viacom)

2006 - 2009

### Sr. Director, Business Development

- Led business development efforts for Flux partnerships between major media companies and long tail publishers including MTV, Wasserman Media, Comedy Central and Addicting Games
- Managed user experience initiatives between partners, tech and product to guide platform development and partner integration

## SONY Connect

2005 - 2006

### Sr. Product Manager

- Product Manager for Sony Connect mobile products generating eight figure annual revenue
- Responsible for the development and deployment of Sony Music Box Connection (on-demand streaming audio & video) for the SPRINT media player
- Developed and deployed Connect Mobile Games an online storefront for the Connect Mobile Games subscription service
- Developed the Connect streaming radio java application featuring over 20 stations of originally programmed music

## Hands-On Mobile

2004 - 2005

### Producer

- Managed the development and deployment of Billboard Mobile ((J2ME, BREW & WAP) the most comprehensive mobile music application of its time
- Drove cross-carrier deployment featuring poly and master tone sales, All Music Guide integration, up to the minute news, complete tour database, gaming and an accompanying online storefront.

## Ultimatum Music (JV with William Morris Agency)

2001 - 2004

### Director of Tour Marketing & Artist Development

- Created and executed comprehensive marketing plans for independent artists generating sales up to 500K
- A&R rep for the band Buchanan (now Jay Buchanan of Rival Sons).

## William Morris Endeavor

1999 - 2001

### Agent Trainee

- Worked on national tours with major and indie artists including Queens of the Stone Age, Stone Temple Pilots, Goo Goo Dolls and Godsmack
- Liaison between management and national promoters

## PUBLIC SPEAKING

Confident speaker that can engage audiences in a variety of settings from meetings to events

## EDUCATION

### University of Kansas

BS Economics

1995 - 1999

### Center for Executive Coaching

ICF ACTP Certified Executive Coach

2017 - 2018

### Touro University

MS, Marriage & Family Therapy

2017 - 2019