



JASON ZIEMIANSKI

CREATIVE PROBLEM SOLVER THAT HELPS COMPANIES IDENTIFY NEW AND SPECIFIC OPPORTUNITIES TO GROW & UNITE THEIR BUSINESS

Los Angeles, CA

(310) 936-7464

jason.ziemianski@gmail.com

jasonziemianski.com

SKILLS

CROSS-PLATFORM MARKETING

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

DATA SCIENCE

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

WEB3

Deep experience and hands-on knowledge with a focus on NFTs

PRODUCT MANAGEMENT

Leader in all aspects of product across all platforms

BUSINESS STRATEGY & DEVELOPMENT

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

CONSENSUS BUILDING & MANAGEMENT

Dynamic presenter adept at conveying a vision to inspire confidence and unity from management and cross-functional teams

SUMMARY

I'm a dynamic executive with a diverse background across management, marketing, sales, business development, product, commerce and content. For almost 20 years, I have worked at the intersection of tech and media from the advent of mobile and social media to the explosion of video and Web3. I am a media and tech junky and I love 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 from the expression of a clear mission. I'm currently seeking an entrepreneurial challenge with a media/tech company that is progressive in how it is trying to disrupt a new or existing market.

WORK EXPERIENCE

Kozmik Bumz

2023 - Present

CEO & Co-Founder

- Pre-Launch Web3-enabled media company focused on creating engaging experiences with the Kozmik Bumz IP including:
 - Gaming
 - Scripted Content
 - Merchandise
 - SaaS
 - NFTs

Super Studios, Inc.

2021 - 2023

Chief Strategy Officer

- Notable Achievements
 - Key stakeholder in NFT drop for the play-and-earn game Impostors that generated over \$30M in net revenue
 - Created the complete brand identity package for the NFT marketplace GigaMart
 - Created go-to-market strategy for the NFT marketplace GigaMart (launched Dec. 2022) including customer personas and segments, financial model and marketing plan
 - Built out the company's org structure including C-suite and departmental structure
 - Closed \$1M sponsorship and managed delivery of the campaign
 - Key stakeholder in leading and closing 8 figure seed round

Real Vision: Financial Media That Matters

2019 - 2021

General Manager, Product & Distribution

- Notable Achievements
 - Created content syndication strategy that grew the company's reach by 5x and became the leading channel for organic lead generation with the highest conversion to paying customer
 - Built a self-serve syndication platform that allowed publishers to embed and monetize Real Vision content
 - Defined and created a new seven-figure revenue line for the business that allowed for the sale and delivery of premium video sponsorships
 - Defined, built and launched a private social network called The Exchange that doubled members' time-on-site
 - Key stakeholder in rolling out the leading premium Cryptocurrency video channel on the internet - Real Vision Crypto

Ripple Entertainment

2015 - 2019

Chief Strategy Officer & Co-Founder

- Notable Achievements
 - 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 - primary brand is still active and profitable
 - Defined and managed a profitable, seven-figure paid media funnel
 - Created all analytics dashboards to track consumer behavior across platforms to guide content, product and advertiser opportunities

CONTENT & SOCIAL MEDIA

Extensive experience creating, & distributing original content for brands and consumers across all social content platforms

Fremantle Media

2014 - 2015

VP, Digital Partnerships & Cross-Platform Strategy

- Notable Achievements
 - Restructured The Pet Collective to become the largest pet channel on the internet resulting in 60% reduction in cost and a corresponding 200% increase in channel growth and revenue.
 - Struck pivotal and profitable JV with Jukin Media in July 2015 leading to over 34 Million followers and over 10 Billion video views
 - Brokered a successful residency with YouTube for the game show channel Buzzr as well as defining the programming and marketing for the brand

Big Frame (acquired by DreamworksSKG)

2012 - 2014

Head of Community & Monetization

- Notable Achievement
 - Key stakeholder in created and monetizing digital media brands on and off YouTube generating over 500M video views each month and resulting in acquisition by DreamworksSKG

Sony, MTV, LeVity Entertainment, Ultimatum Music, William Morris

1999 - 2012

Product Management & Business Development

In my previous positions I held senior Product & BD roles across multiple media companies two of which resulted in two acquisitions

EDUCATION

University of Kansas

1995 - 1999

BS Economics

Center for Executive Coaching

2017 - 2018

ICF ACTP Certified Executive Coach

Touro University

2017 - 2019

MS, Marriage & Family Therapy