


ELI WEISMAN, p.g.a.

Digital Entertainment Executive

 310.717.9772

 eliweisman@me.com

 [linkedin.com/in/eliweisman](https://www.linkedin.com/in/eliweisman)



An Emmy Award winning entertainment executive with an extensive film and television marketing, advertising, and 360 integrated campaign background. With an intimate knowledge of video content development, production and distribution, audience engagement and technology, I have led teams to the successful launch of hundreds of global digital initiatives ranging from 360 multi-channel television and film campaigns, to connected TV and mobile apps, video on demand services, and widely deployed OTT platforms.

A proven leader of high performance teams with as many as 100 professionals. An effective manager of multi-platform projects with particular skill in delivering innovative thinking and breakthrough creative, while maximizing return on investment.

- Executive Leadership
- Content Development & Production
- Creative & Technology Leadership
- Film & Television Marketing
- Audience Engagement
- Viewer Experience Design
- Content Strategy
- 360 Advertising Campaigns
- OTT Product Strategy

Select Clients:

Apple, Facebook Watch, Spotify Originals, YouTube Red, YouTube TV, RedBull TV, HBO, Showtime, Comcast, Intel, Vulcan Ventures, Microsoft XBOX, Crackle, Hallmark Channel, Universal Kids' Network, Universal Pictures, Sony Pictures, Paramount, Fox, Warner Bros., National Geographic Channel, Vimond, and SoftBank TV.

Experience:

EVP, Client Partner at Trailer Park

August 2017 – Present

Executive leadership role focused on Trailer Park's largest entertainment clients. Responsible for the strategic, and day-to-day client leadership and management. Direct responsibility for global relationship with the client and the associated lifetime value to the business. Manage revenue, client planning, account development and business consulting. Lead the development of integrated advertising and marketing strategies for film and television properties across multiple platforms.

VP, OTT & Interactive Television at Trailer Park

August 2011 – August 2017

Practice leadership role focused on devising content marketing strategies and advising entertainment clients on the changing face of entertainment content delivery and advertising. Day to day operational responsibility managing a multi-disciplinary team of Creative Producers, Editors, Motion Graphics Designers, Animators, Interface Designers, User Experience Architects, and Engineers. Founding Leadership role growing the iTV (Interactive Television / OTT / EST) practice aimed at supporting our clients' continued success in the post-theatrical distribution and OTT / VOD market.

SENIOR DIRECTOR, OTT & Interactive Television at Trailer Park

March 2010 – August 2011

Interactive Television Practice Lead. Development of cross platform and connected device strategy, product planning, design and development. Executive Producer of Video on Demand, Program Guide, and Connected / OTT projects across multiple platforms – Apple TV, XBOX, PlayStation, Connected TV's, iOS & Android.


FOUNDER, EW Creative Group

March 2001 – Present

Recruited and led teams of design and engineering consultants focused on the design and development of interactive and entertainment branding projects across digital platforms. Executive Produced the launch and rebranding of multiple TV Networks, TV Series, mobile apps, and websites for clients such as Warner Bros. Television, The CW network, Kids'WB, Turner Networks, TBS, CNN, Showtime, Cinemax, HBO and TNT.

ELI WEISMAN, p.g.a.

Digital Entertainment Executive

 310.717.9772

 eliweisman@me.com

 [linkedin.com/in/eliweisman](https://www.linkedin.com/in/eliweisman)

FOUNDER & VP, Product Development at Relevant Mind (now Spark Networks)

April 2007 – August 2008

Founding partner of Silicon Valley based social media analytics company. Successfully raised Angel and Series A funding of \$3m. Responsible for strategic partnerships, product strategy, product development, feature roadmap, user interface, user experience, and design.

DIRECTOR, Brand & Creative at BeJane.com

April 2006 – March 2007

Senior member of the Creative team reporting to the Chief Creative Officer. Developed brand strategy, vision, and positioning for a content driven social network. Responsible for BeJane's brand and oversaw creative development of all written and television content, including 26-episode television series, hundreds of written articles, nationally syndicated columns, and two published home improvement books.

ACCOUNT DIRECTOR & DIRECTOR OF PRODUCTION at McElroy Advertising

April 2004 – May 2006

Responsible for the successful delivery of interactive, print, direct mail, email and CRM initiatives. Identified and implemented improvements to the company process, developed and managed delivery strategies, methodologies and procedures. Responsible for outstanding, on-budget, on-schedule project delivery. Negotiation of Retainer Agreements / Contracts. Strategic Account Planning of Interactive, Social and Digital Marketing Campaigns. Vendor selection, management and negotiation.

Professional Organizations:

Producer's Guild of America

Academy of Television Arts & Sciences

American Film Institute

Education:

University of New Mexico, Film 1992