

JOHN ZHANG

RESULTS-DRIVEN MARKETING & DIGITAL EXECUTIVE IN ENTERTAINMENT MEDIA
WITH A TRACK RECORD OF GROWING MEANINGFUL AUDIENCES & GARNERING
ACCLAIM FOR MAJOR CONTENT PROPERTIES, BRANDS & STARTUPS

Los Angeles, CA
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EDUCATION



B.A. Media & Journalism
University of North Carolina-Chapel Hill
May 2007

Builders Movement

Head of Marketing • 2022 - Present
Los Angeles, CA

Launch and grew movement from 0 to 3.4MM followers, and driving 220MM+ views and 150K engaged movement members (email & SMS).

Lead the brand creative and social teams, responsible for overall marketing, digital, growth, and brand creative.

Builders is founded by Daniel Lubetzky (KIND) to overcome toxic polarization and extremism in America.

Indigenous Media

EVP, Marketing • 2016–22
Los Angeles, CA

Responsible for the launch of 60 Second Docs, from 0 to 7.6B+ video views & 11MM+ followers in 5yrs + Webby Award winner for best documentary series & best social video series

Leads all marketing and digital strategy for 60 Second Docs, including creative + branding, optimization, media buying, PR, influencer and partner network development (over 200 influencers reaching 450MM+ followers).

Helped structured deals leading to seven-figure revenue including partnerships with Viacom (Paramount Network), Red Bull, Mike's Hard Lemonade, OnStar, Cadillac, Citizen Watches, FOX, Focus Features, Lionsgate, BlackRock, Chipotle, and Pearson.

Generated paid licensing deals including partnerships with Tencent, AOL, Country Music Television (CMT), National Cinemedia (NCM), Duvel and New York Post.

Creative marketing strategy and development of viral content for the first Facebook original scripted drama series, Five Points, which was the biggest driver for initial show awareness (accounting for 400% audience growth and 82% of total audience at launch).

Marketing strategy for Sickhouse, the first feature film released live on Snapchat, which garnered 110MM views in first 5 days and worldwide press coverage.

DanceOn

VP of Marketing • 2015–16
Los Angeles, CA

Head of Marketing - lead a team of 12, responsible for brand marketing, show/series marketing, PR, social media, audience development, digital media, online/offline advertising, and talent marketing.

YouTube subscribers increased 74% (274K+) to 645K; Facebook up from 25K to 850K likes; Instagram up 3.5X from 60K to 320K+ in 18 months. Engagement metrics increased 4-5X YOY.

Garnered 100+ PR placements and consistent video content coverage including BuzzFeed, Huffington Post and MTV; celebrity shares including Ashton Kutcher, Nicki Minaj, Britney Spears and Lil Wayne.

Launched the #WatchMeDanceOn campaign - leveraging network of influencers to create original dance videos to Silento's single, Watch Me (Whip/Nae Nae). The campaign resulted in the Top Global Trending YouTube Video of 2015 (200MM+ views), winning a Mashies Award for Best Use of YouTube, helping drive the single to #3 on Billboard's Hot 100.

Marketing of shows including Nigel Lythgoe produced Every Single Step, Chachi's World, and The Feed on Verizon's new go90 platform, and the Coca-Cola sponsored Dance Showdown, the most watched online competition series with 100MM+ views in four seasons.

Drove 3X growth on main KPIs within one year - 300MM+ video views/mo & 2.3B+ views in 2015.

Live Nation

Director of Marketing • 201415
Los Angeles, CA

Audience development lead for Live Nation Labs, the content and digital innovation group of Live Nation.

Drove +200% and +679% in YOY growth for content site traffic and organic search traffic respectively

Increased content site engagement rates by 277% to 11 page views/visit in 4 months.

Own the Live Nation YouTube channel, increasing overall subscribers (+220%), organic views (+20%), and increased engagement (+207% YOY)

Manage paid syndication programs including Outbrain, Taboola, MyLikes and YouTube TrueView.

Developed marketing plans for sponsor programs including Pennzoil, AT&T, Army and Rock Revival.

Product marketing for the Live Nation mobile app on Android and iOS (ASO and Creative Production).

Thuzio

Director / Head of Marketing • 2012–14
New York, NY

Head of Marketing, employee #5, launched from scratch social, search, CRM, affiliate and PR programs for Thuzio, a startup (\$6MM+ Series A) that directly connects consumers and businesses with 2500+ notable athletes.

Directly contributed to 20% month over month revenue growth with traffic at 100K UV/mo high.

Garnered 280+ PR Placements (160+ national, 120+ local) including Huffington Post, Mashable, SB Nation, Bleacher Report, Spike TV, Bloomberg TV, Forbes, Thrillist, BuzzFeed, and Business Insider.

Developed SEO keyword strategy resulting in top rankings for "athlete appearances", "book an athlete."

Generated and produced 100+ content and collateral pieces including video, photo and presentations.

Nickelodeon - Viacom

Digital Marketing Manager • 2010–12
New York, NY

Managed multi-million dollar digital media and marketing campaigns in search, mobile, display and video for major show premieres as SpongeBob, Kids Choice Awards, iCarly, Victorious, Big Time Rush, Team Umizoomi and Winx Club, driving premiere ratings and awareness.

Owned SEO and SEM strategy across all Nickelodeon sites, managing agency and internal resources, with increases in search referral traffic by 100+% YOY for site projects such as Parents Connect.

Direct/Acquisition marketing for Team Umizoomi Math Kits, Team Umizoomi Fan Club, and Monkey Quest focusing on conversion, ROI and sustaining volume.

Digital campaigns drove 500K+ signups to Monkey Quest, and 50%+ of Umizoomi Math Kit Sales.

Digital media efforts contributed to directly driving 50MM + votes/yearly for Kids Choice Awards.

Generated incremental \$3MM revenue through CTR optimization, managing in-house ad inventory of nearly 200MM impressions/mo, supporting and prioritizing multiple Nickelodeon lines of business.

2012 Synopsis Kids Imagination Award – Finalist, Best Kids Digital Marketing Campaign for Nickelodeon Winx Club Mobile Marketing – 5X average mobile ad engagement for in-app interstitial creative.

MTV - Viacom

Digital Marketing Coordinator • 2009–10
New York, NY

Managed a search and display budget of \$2MM+/yr promoting brand initiatives, talent and shows including Video Music Awards, Movie Awards, Jersey Shore, Real World and more.

Daily community management of Real World and Real World/Road Rules Challenges social media including Facebook, Twitter and Foursquare.

Managed SEO initiatives and implemented best practices across all MTV owned sites.

Achieved 4X impressions, 2X clicks, and increased SOV on 33% less budget for Movie Awards digital media.

Digital Integrated Marketing Assistant • 2009
New York, NY

Generated proposals for custom advertising programs including Activision, Dr. Pepper and Sony.

Produced and implemented campaigns including Warner Bros, Sony Pictures, Kellogg's and Sonic.

Created wrap-up reports and tracked results for Coca-Cola, Cotton and Beatles Rock Band campaigns

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WORK EXPERIENCE (CONT.)

McFadden/Gavender Advertising Public Relations Coordinator • 2008–09 AZ

Supported hospitality clients include JW Marriott, Westward Look Resorts, Benihana and more.

Generated 250+ media hits/year including Tucson, Phoenix and national media (Budget Travel, Cookie Magazine, MSNBC, New York Post, Chicago Sun Times/Tribune, Denver Post, etc.).

Cvent Business Development Associate • 2007–08 Washington, D.C.

Developed key strategic partnerships with association groups directly driving new business prospects.

Generated \$170K in total economic value in new business, including 20 clients and 10 partners.

Consulting Projects Marketing and Digital Consultant

Video marketing campaign and distribution for Amazon mobile app feature awareness.

Video marketing campaign and distribution for Microsoft Skype feature awareness.

Developed and executed 2010 Essence Music Festival social media strategy doubling audience.

In partnership with Carrot and The Verge, created a digital campaign that shook social web; watching a professional sports draft through a completely unprecedented POV - through the eyes of NBA lottery pick Victor Oladipo through Google Glass.

Video marketing for LaForge Optical product video generated 6.5MM+ views in one week.

Partner and Marketing Director at Beanstockd Media – Directed social media, produced video content and grew traffic to 500K visitors/mo at peak. Garnered media coverage from Entrepreneur Magazine and US News & World Report. Beanstockd was a finalist for WeMedia Game Changer Award, and secured office space and funding from the Knight Foundation and DreamIt Ventures.

Produced debut music video for Anoop Desai, American Idol finalist's first radio single, All is Fair.

ACCOLADES & HONORS

- 2021 **Digiday Award - Best Video Distribution & Programming Strat:** 60 Second Docs
- 2021 **Digiday Award - Best Snapchat Discover Publisher:** 60 Second Docs
- 2020 **Webby Award - Best Social Video Series:** 60 Second Docs
- 2020 **Shorty Award - Best Snapchat Presence:** 60 Second Docs
- 2019 **Webby Award - Best Digital Documentary Series:** 60 Second Docs
- 2019 **OMMA Award - Best Online Marketing Alcohol:** 60 Second Docs Proud Dads - Mike's Hard Lemonade
- 2018 **Shorty Award - Best Use of Instagram:** 60 Second Docs, TIME: The Kalief Browder Story
- 2015 **Mashies Award - Best Use of YouTube:** DanceOn & SilentO
- 2015 **Top Global Trending YouTube Video:** #WatchMeDanceOn, DanceOn

SKILLS & EXPERTISE

Tools:

Facebook Creator Studio, YouTube Creator Studio, Twitter Amplify/Studio, Snapchat Story Studio, TikTok, Reddit AMA, Giphy, IMGUR, Google AdWords, Facebook Ads, Twitter Ads, LinkedIn Ads, Google Analytics, Adobe Analytics, Tubular Labs, BrightEdge SEO, SEOMoz, Google Webmaster Tools, Outbrain, Taboola, Keynote/PPT

Key Skills:

Marketing leadership/strategy, team management, audience development, digital marketing (social, search - SEO/SEM), digital media (display, video, mobile), content marketing, video marketing, PR, brand positioning, brand marketing, creative ideation, branded content, user acquisition, direct marketing.

Languages:

English (Fluent)
Mandarin Chinese (Conversational)

WORK PROJECTS AND PRESS COVERAGE



60 Second Docs
[View Link](#)



Variety
[View Link](#)



Tubefilter
[View Link](#)



Five Points
[View Link](#)



DanceOn
[View Link](#)



Character Media
[View Link](#)



Business Insider
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Sickhouse
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The Verge
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