

# MARCY CELESTE

## AWARD-WINNING BRAND STRATEGY & MARKETING EXECUTIVE

Start-Up – High-Growth – Mature Brands / Television | Entertainment | Digital Media

### Executive Snapshot:

- ▶ Branded/rebranded 3 cable television networks to dramatically increase viewership, sponsorship, ad revenues, and brand equity.
- ▶ Created some of the most talked about non-traditional marketing/advertising campaigns in the past decade.
- ▶ Introduced industry firsts for social media and mobile device engagement to propel brand engagement and loyalty.
- ▶ Built alliances with leaders in media, sports, and consumer products to drive advertising dollars and consumer affinity.

### Skills Snapshot:

- Multi-Platform Marketing Strategy
- Digital Content Strategy
- On-Air Promotion Planning
- Advertising & Media Planning/Buying
- Integrated Marketing
- Social Media Marketing
- Strategic Sponsorships & Partnerships
- Upfront Communication Plans

### PROFESSIONAL EXPERIENCE

**VIACOM MEDIA NETWORKS, Spike TV, New York, NY**

**2005 to August 2015**

*One of cable's fastest growing brands with 92M viewers in the US*

#### Senior Vice President, Brand Strategy, Digital Content & Multi-Platform Development

Recruited to structure and lead a high-performance brand marketing team and oversee the development and execution of marketing and digital strategies. Created/implemented breakthrough integrated marketing campaigns to promote the network to the consumer and trade across all platforms. Budgets: Up to \$40M; Staff: 30+

#### ▶ **Built the marketing vision and execution strategy to propel Spike TV to a top-10 network in less than 2 years.**

- ☑ Branded and contemporized network during one of the most successful rebrands in cable history. In year one of the network, attracted 1M+ viewers and decreased the audience age by 5 years.
- ☑ Developed upfront strategy and communications plan. Achieved year-over-year growth in upfront advertising dollars (55% increase since 2011) and added hundreds of new advertisers over 8 years.
- ☑ Drove unprecedented consumer buzz and engagement through cutting-edge on-air, off-air, and digital campaigns including TV Everywhere platforms and audience development strategies/consumer data-targeted tune-in campaigns.
  - Became 1<sup>st</sup> cable network to offer Social Playback real-time social media commentary on broadcasts.
  - Launched industry's 1<sup>st</sup> television companion offering direct phone line to show's talent.
  - Produced 20+ series' launch integrated marketing campaigns that generated record-breaking media coverage.
- ☑ Accelerated ratings, revenues, and awareness through innovative marketing campaigns and customized marketing extensions (sponsorships and promotions). Dramatically raised network's profile by securing inaugural partnerships with high-profile clients including Kellogg's, Honda, NFL, NASCAR, and NCAA.
  - Drove *Me-TV* to #1 in its time slot.
  - Catapulted *He's Got the Look* to most watched series premier (at the time) in network's 17-year history.
  - Produced award-winning Super Bowl and brand campaign to significantly raise awareness with advertisers.
- ☑ Won 12 gold, silver, and bronze OBIE, Addy, Reggie, Cannes Lion, Globes, OMMA, Mark, and Promax awards for top brand positioning and integrated and viral marketing campaigns.

### Proof of Performance Snapshot:

- 35% increase in viewership in 5 years (males 18-34)
- 10% growth in viewership in 5 years (adults 18-49)
- 65% lift in non-paid media dollars in 5 years
- 35% growth in SpikeTV.com audience in 2 years
- 41% YOY increase in social media fans
- 28% YOY increase in social media comments
- 32% YTD YouTube subscriber growth
- 10 year decrease in audience age in 4 years

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**CARTOON NETWORK, Adult Swim, New York, NY**

**2002 to 2005**

*Adult-oriented animation channel*

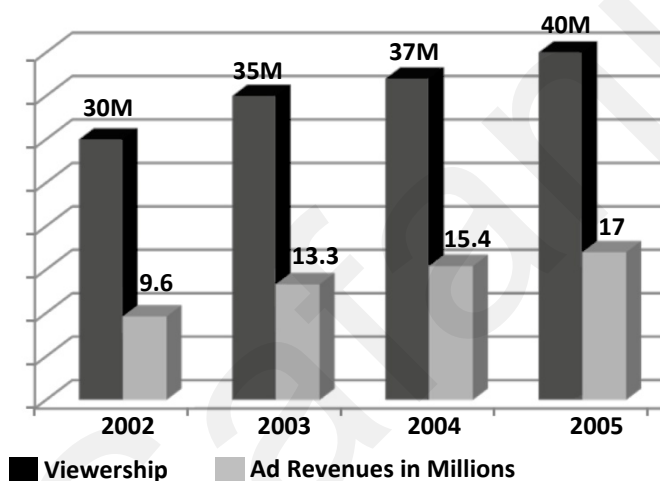
### Vice President, Marketing

Developed organization structure, strategy, and key priorities in support of the network's marketing function. Oversaw linear and digital marketing programs related to consumer, affiliate, and ad trade, including media relations, media buying, advertising campaigns/strategy, upfront strategy, and sponsorship development.

▶ **Launched network and crafted edgy, first-of-their-kind marketing campaigns to steal market share from main competitor, grow viewership to 40M, and increase advertising revenues 77% in 3 years.**

- ☑ Led creative direction and execution of brand overhaul; shifted network's tone, developed new logo and tagline strategy, initiated programming partnerships, and drove media engagement.
- ☑ Developed strategic, brand-defining launch campaign, recognized by Ad Age as a top 10 Non-Traditional Marketing/Advertising Campaign.
- ☑ Won 2 Gold and 1 Silver Promax/BDA awards and a Bronze Reggie award for upfront presentation.
- ☑ Created unprecedented media buzz with unique out-of-home campaigns.
- ☑ Negotiated and executed deals for "first-ever" sponsorships for an animation network.

**Growth By the Numbers Snapshot:**



**SIRK PRODUCTIONS, Sirk TV, New York, NY**

2000 to 2002

*Integrated entertainment and marketing college television network*

### Vice President, Marketing

Executive member of start-up's senior team tasked with leading and developing marketing, distribution, and operations strategy for college television network, live events, digital, and sponsorship platforms.

▶ **Successfully launched Sirk TV on 250+ campuses and in over 4.5M homes across the country.**

- ☑ Developed and executed inaugural television network and programming distribution strategy.
- ☑ Created and launched several high-impact, participatory college event franchises and tours for sponsors.

**FOX ENTERTAINMENT GROUP, FX, New York, NY**

1995 to 2000

*Cable and satellite television channel*

### Director, Consumer Products Marketing & Destination

Developed and led marketing strategy for FX's \$8.6M ancillary business groups encompassing home video, licensing, book publishing, audio, radio network, and interactive.

▶ **Introduced sales communications and marketing collateral that redefined perception of FX in the retail marketplace.**

- ☑ Led participation in global joint venture and launched markets in Europe.

### Manager, FX Affiliate Marketing

Built research-driven ad sales communication/sponsorship collateral and established partnerships with national ad sales.

▶ **Developed programs resulting in millions in ad sales revenues for affiliates and improved brand awareness.**

- ☑ Generated \$12M+ in incremental ad sales revenue and raised the bar on local ad sales promotions by creating successful turnkey anchor event and off-the-shelf programs.

*Held earlier roles as Manager, Beck Media Group (1993 to 1995) and Project Associate, KLS Communications (1989 to 1993).*

### EDUCATION

**MA, Music Entertainment Business, NYU, 1994 | BS, Communications Arts, St. John's University, 1989**

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Marcy had an exceptional career, but her original resume was a confusing mix of job responsibilities and accomplishments. The format was difficult to follow and too long. I pulled out the key metrics and used call-out boxes and graphs to demonstrate impact and draw the reader's eye to this content.