

STEVEN J. KNEZEVICH

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EXPERIENCE



AYZENBERG GROUP / PASADENA

Digital Strategist / March 2010 - August 2011

- Provided integrated digital strategy for client facing presentations to build and sustain online awareness and community outreach throughout a product launch timeline. Wrote and designed presentations to showcase digital thinking as it applied to top line creative and big picture ideas by creating strategy framework for art, wireframes, user flow and site design to demonstrate program effectiveness, CRM potential and consumer interaction/ impressions in relation to top line creative and media buying strategy. Worked closely with in-house designers and programmers to establish project scope and capabilities to fit into product timeline and meet client expectations by providing strategic leadership aligned to core brand and audience ideals
- Attended and presented to clients both in-person and remotely to help further expand client knowledge and understanding of in-house capabilities around building an incentivized sharing portal, cross platform mobile functionality and usage, in-game hooks and tie-ins to social media and digital marketing promotional efforts at retail and industry and consumer events. Expanded and furthered “big idea” thinking, by establishing an in-house social media framework in all relevant client pitches and ideation brainstorming sessions by providing the most relevant, up-to-the-minute research.
- Wrote entries for the Interact section of the A-List Daily, an in-house consumer-facing game and marketing focused website and also helped managed site development, content and outreach
- Wrote and produced a strategy whitepaper available on the agency website about Mobile Game Marketing highlighting three case studies of games that went to #1 on iTunes
- Client projects included: Blizzard, Capcom, Disney Interactive, Mattel, Microsoft, Nexon, Sony Online Entertainment, THQ and Warner Brothers Interactive



DELICIOUS VINYL / LOS ANGELES

Brand Management Consultant / May 2009 - February 2010

- Managed marketing and planning related to new media projects and brand outreach efforts for the original independent west coast record label. Launched Delicious Vinyl DJ for the iPhone, a music rhythm game featuring real time scratching over classic label catalog tracks. Established digital brand strategy for launch of clothing line and online marketplace



ROCKSTAR GAMES, TAKE-2 INTERACTIVE / NEW YORK

Product Manager / January 2001 - February 2009

- Managed and led global teams driving sales for cross platform console product launches. Spearheaded and executed worldwide integrated marketing plans valued upwards of \$200M in 8 years that built franchise awareness and sold more than 100M units to date
- Developed campaign objectives, strategies, brand identity frameworks, product positioning, retail promotions, public relations asset planning, budgets, timelines and profit and loss forecasting for titles
- Worked closely with internal departments and external partners to ensure all marketing efforts were consistent with the brand identity and delivered according to deadline, process and quality standards

- Aided in conceptualization of the Rockstar Games Social Club, an online game portal for stat tracking, video sharing, community participation and tagging of in-game music available for purchase on Amazon. Engineered Sharepoint workflow management and built Artesia Digital Asset Management metadata solution for archival needs
- Established the company as a leader in the interactive space by promoting a competitive presence in emerging technologies like YouTube, Facebook, Twitter and MySpace. Created co-promotions that generated new awareness for integrated consumer marketing by maximizing in-game ad placements, partnerships and revenue



VIVA-RADIO.COM (AMERICAN APPAREL) / LOS ANGELES

Business Development Consultant / 2007 - 2008

- Provided business development, marketing and operations consulting for worldwide independent apparel retailer involved in streaming in-house radio station (viva-radio.com) to over 192 stores worldwide
- Helped to organize contributor based content playlists, blog launch and PR outreach to expand core corporate identity and retail branding messages toward key lifestyle demographic
- Launched first international in-store sale initiative of Sebastien Tellier "Sexuality" (RecordMakers) on CD and LP



GRAND ROYAL MAGAZINE / LOS ANGELES

Editor & Art Director of official Beastie Boys fanzine / 1994 - 1996

- Designed, wrote and edited stories and layouts for the official Beastie Boys fanzine featuring cover stories about Lee 'Scratch' Perry and the evolution of the synthesizer - over 100,000 copies sold and distributed worldwide
- Secured the etymology of the word "mullet" which appeared in the magazine for inclusion in the Oxford English Dictionary



MEAN MAGAZINE / LOS ANGELES

Founder / 1997

- Established publishing and editorial framework for ground-breaking Los Angeles-based pop culture magazine known internationally as a leader in independent film, photography and the arts
- Contributed reviews, interviews and articles throughout the life of the magazine until 2009



X-LARGE, MFG. LLC. / LOS ANGELES

Web Producer / 1999-2000 Art Production & Graphic Design / 1993-1996

- Established first e-commerce enabled launch of company website (xlarge.com), increasing sales revenues exponentially every month
- Oversaw inventory control, order processing, customer service, returns, and merchant bank verification maintenance
- Provided graphic design for in-house graphics department for production of sales materials, catalogs and advertising for seasonal clothing lines (X-Girl, Mini) and accessories
- Provided graphic design and production for outside clients including Capitol Records (Beastie Boys, Hurricane, Ben Lee, Grand Royal Records), Girl / Chocolate Skateboards, and Polydor Records

EDUCATION

CALIFORNIA INSTITUTE OF THE ARTS / VALENCIA, CA

MFA: Writing & Integrated Media / 1995 - 1997

UNIVERSITY OF SOUTHERN CALIFORNIA / LOS ANGELES, CA

BFA: School of Cinema-Television / 1991 - 1995