

STEVEN J. KNEZEVICH

Los Angeles, CA

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To Whom It May Concern,

I thrive on the challenge of discovering new ways online media advertising, marketing and messaging can expand the impact of an impression on an audience and connect to behaviors and emotions. My background includes being at the front lines of the explosion of social media, transmedia, online video, and technology for the past decade. Utilizing relevant research to create integrated, cross-platform, online marketing plans, I have seen how new audiences can be developed across cultures and demographics. Assessing tactical strategies for delivering and guaranteeing successful content and strategy on a timeline and within budget is my specialty.

My goal is to find new ideas to help drive innovation and messaging which can be carried through to a loyal consumer base by realizing strategic targets and conceptual objectives simultaneously. I work to achieve this by building new media marketing experiences across a constantly connected social media landscape, with the goal of reaching audiences with fresh ideas where none previously existed. My proven track record demonstrates that I can lead innovative, high volume, integrated marketing plans from briefing through launch and beyond.

I have managed external agencies and in-house teams by listening, integrating feedback and finding creative ways to communicate goals and strategies to completion. I am a positive and proactive leader who excels at building, melding and motivating teams to achieve their fullest potential.

Sincerely,

Steven J. Knezevich

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EXPERIENCE



AYZENBERG GROUP / PASADENA

Digital Strategy, Social Media & Transmedia Consultant / March 2010 - July 2010

- Established ideas for collective sharable experiences through building online community outreach utilizing augmented and alternate reality games that provide distributable assets and rewards to the consumer both pre and post launch
- Created innovative solutions for new business developments, digital strategies and branded creative concepts with a focus on social media outreach and transmedia storytelling
- Presented creative insights to clients on digital and social media applications, technology, implementation, integration and CRM to establish relevant context for how campaigns can exist beyond the scope of traditional online and offline advertising



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 one of the most established independent west coast record labels
- Launched Delicious Vinyl DJ for the iPhone, a music rhythm game with real time scratching over classic label catalog tracks



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 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
- Conceptualized 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

- Compiled artwork, photos, research and stories for official Beastie Boys fanzine featuring cover stories about Lee 'Scratch' Perry and the evolution of the synthesizer. Over 100,000 copies were sold and distributed worldwide
- Secured the etymology of the word "mullet" which appeared in the magazine for inclusion in the Oxford English Dictionary

mean MEAN MAGAZINE / LOS ANGELES

Founder / 1997

- Established 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 lifespan of the magazine



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 each month. Helped to oversee inventory control, order processing, customer service, returns, and merchant bank verification maintenance
- Designed graphics, sales materials, catalogs and advertising for seasonal clothing lines (X-Girl, Mini) and accessories. Assisted in the design and manufacture of projects from 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