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| ­­ |  | Hello,I am a senior-level executive, brand steward, creative director, and marketing process architect with a diverse background in campaign development and I come with a thorough understanding worldwide B2B and B2C strategies for content distributors such as HBO, FOX, ABC, CBS, Viacom, Showtime and The CW and clients such as Netflix, Amazon, Paramount+ and Hulu.Currently employed with Paramount where I head-up marketing and creative services for global content distribution and provide content solutions and awareness strategies supporting the studio’s diverse library of features and television properties. With oversight of a department of eleven designers, brand directors, managers and digital asset coordinators, my team handles hundreds of weekly requests, and works daily with worldwide sales executives and over 100 global licensees, to seamlessly drive the success of the complete Paramount television, feature, and acquisition properties across digital, free and pay TV channels of content distribution. I’m a hands-on content specialist and producer who provides a comprehensive overview and planning across all studio content pillars from white paper pitch to launch. Working closely with studio development, production, business affairs, finance, sales and marketing to track each feature, series or special and communicate current status to various distribution partners including content licensing and sales, home entertainment, consumer products.Utilizing innovative methods such as virtual pitch rooms, interactive slate presentation tools, digital content decks, Airtable tracking and localized chat rooms for live updates in content development, production schedules and press announcements.Recently, I’ve been a key contributor to the successful launches of Paramount+ and SkyShowtime working in concert with the BA team, Programming, Marketing and Legal to convert CBS All Access to the new platform and migrate both library and current content onto the service in time for a U.S. and International launch. With a combined total of over 250 thousand assets delivered In 30 languages over 6 months. I do hope you will find that I am an innovative creative leader, with a solid reputation in the industry built on trust, collaboration and respect. Victor Adams |
| VICTOR ADAMSVICE PRESIDENT, MARKETING & CREATIVE SERVICESContactPhone:323-875-7598LinkedIn:linkedin.com/in/victoradamsWebsite:victoradams.comEmail:victor@victoradams.com |  |

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| **ABOUT ME**Creative content marketing executive with twenty-plus years of experience. I’ve been built and managing teams and processes which have resulted in the successful development, sales, promotion and servicing of feature and television content across multiple streaming, linear, digital, transactional, and physical platforms. From content slate management and development to trade and consumer launch campaigns, I’ve worked with leading entertainment studios and distribution clients across the globe. **Contact**Phone:323-875-7598LinkedIn:linkedin.com/in/victoradamsWebsite:victoradams.comEmail:victor@victoradams.com**MEMBERSHIPS & ORGANIZATIONS**Academy of Television Arts & SciencesAmerican Marketing AssociationAcademy Museum of Motion Pictures**EDUCATION**School Of Visual Arts, New YorkGraphic Design & Fine Arts**Skills**Adobe Creative SuiteOffice 365Final Cut Pro |  | **WORK EXPERIENCE****VICE PRESIDENT, MARKETING & CREATIVE SERVICES****PARAMOUNT, Los Angeles**2015 - PresentProvide marketing leadership and campaign strategies across sales and distribution of the studio’s theatrical and television content. Oversee a department of eleven and provide creative marketing solutions for global markets including U.S., Canada, EMEA, APAC and LATAM territories. Clients: Paramount+, PlutoTV, Hulu, Netflix, Apple, Amazon, Sky, iQiyi. ProSieben, Canal+.**DIRECTOR, CREATIVE RESOURCES****DISNEY THEATRICAL GROUP, New York**2011 - 2013Developed and led and newly created in-house creative department of five employees that supported live theatrical productions, national tours, licensing, and sponsorships. **VICE PRESIDENT, MARKETING & CREATIVE** **MSG ENTERTAINMENT, New York**2008 - 2011Developed and led and newly created in-house department of six employees that supported live events for Madison Square Garden, Radio City Music Hall, The Beacon Theatre and The Chicago Theatre. Created national campaigns for The Radio City Rockettes Christmas Spectacular, Cirque du Soleil and local concert marketing for in-venue attractions, sponsorships, and merchandising. **VICE PRESIDENT, MARKETING & CREATIVE SERVICES****HBO, New York**2007 - 2008Led department of twelve in development of print, broadcast, digital and OOH campaigns for features, series, and documentaries. **DIRECTOR, MARKETING & CREATIVE SERVICES****PARAMOUNT PICTURES, Los Angeles**2006 - 2007Led marketing development of print, broadcast, digital and OOH campaigns for features, series, and documentaries. **DIRECTOR, MARKETING & CREATIVE SERVICES****20TH CENTURY FOX, Los Angeles**1998 - 2006Led marketing development of print, broadcast, digital and OOH campaigns for features, series, and documentaries. **SUPERVISOR CREATIVE SERVICES****THE WALT DISNEY COMPANY, Los Angeles**1995 - 1998Led creative development of licensed product for theatrical and television brands. Created style guides, advertising, and retail programs.  |