

JR


Jonah Reed

Media & Entertainment CMO

Creative brand leader fusing story, platform, and performance

Entertainment CMO with 16 years of experience in film, streaming, and digital content. Skilled at launching IP, managing talent, and activating cross-platform releases for maximum cultural impact.

CONTACT

 (000) 000-0000

 email@example.com

 LinkedIn | Portfolio

 Los Angeles, CA

KEY SKILLS

- Audience analytics
- Cross-platform campaigns
- Digital streaming promotion
- Influencer partnerships
- IP marketing
- Media planning
- Merchandising
- Premiere strategy
- Sponsorships
- Talent relations

PROFESSIONAL EXPERIENCE

CHIEF MARKETING OFFICER | VANTA STUDIOS, LOS ANGELES, CA
SEPTEMBER 2016 – PRESENT

- Drove 90M views across three original streaming series launches
- Secured partnerships with Netflix, Spotify, and TikTok creators
- Coordinated merchandise drops with premiere events to drive brand affinity

DIRECTOR OF BRAND & CONTENT | CLEARVIEW FILMS, LOS ANGELES, CA
JULY 2010 – AUGUST 2016

- Managed global marketing for three major box office releases
- Built branded content studio generating \$8M in annual revenue

EDUCATION

Bachelor of Fine Arts (B.F.A.) in Media Arts | California Institute of the Arts
Valencia, CA | May 2010