

Rachel Kane

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Summary of Qualifications

I'm a new media and digital expert with more than 10 years experience leading teams and digital entertainment initiatives. I've had the opportunity to touch every facet of new media - from leading production and editorial teams, to launching and marketing new brands, and developing top-line social strategies for some of the largest entertainment companies in the business.

Experience

BET (Viacom)

Senior Director of Digital Video

Hollywood, CA

June 2018 - Present

- Crafted and executed on sales, integrations and marketing support video content for BET's digital and social presences.
- Created and presented plans to senior leadership and producers that detail digital and social video support for scripted/non-scripted, award show, original digital content and SVOD/VOD.
- Lead seamless production of live stream broadcasts from red carpet/backstage at various awards shows.
- Built and managed a team of four video producers and five interactive producers.
- Managed and allocated overall digital and social video budget in excess of \$2.5M.
- Lead and implemented creative and product development on all BET shows and event pages on BET.com, the BET Now app, and BET Experience App utilizing JIRA to project manage.

Telepictures Productions (Warner Bros.)

Executive Director, Content Development

Burbank, CA

Oct. 2016 - June 2018

- Worked with, and took pitches from, talent agents, writers, editors, producers and digital marketing and sales teams to conceptualize and execute digital exclusive content.
- Utilized emerging technologies, media planning, and editorial to deliver audience growth, data collection, greater awareness and on-air success.
- Provided in-depth analysis of digital and social media performance using analytics and business intelligence tools (Omniture, Nielsen, Google Analytics, Facebook Insights).
- Collaborated with social platform representatives (Facebook, Twitter, Snapchat, Youtube) on digital content execution and inclusion in revenue development opportunities.
- Developed paid media plans in concert with ad operations and digital integrations teams.
- Lead execution on digital marketing, promotional projects, and new product launches for a variety of shows and mobile apps under the Telepictures Productions umbrella.

CBS Interactive
Senior Editor

San Francisco, CA
Aug. 2015 - Sept. 2016

- Worked with high-level executives within CBS Interactive to build branding, tone and editorial direction of first original content outlet within the company's portfolio.
- Wrote, produced and published viral video content reaching more than 30M views.
- Worked with both commercial (Wordpress, Drupal) and custom CMS to published and edit a variety of video content, spanning several topics and editorial styles.
- Utilized video and image editing tools (Adobe Premiere, Photoshop, Illustrator) to create and edit multiple content types.
- Informed budgets on digital media reaching highest ROI within the organization.
- Ideated digital marketing projects utilizing new mediums like VR, AR, and 360 Video.

Well Liked
New Media Consultant

Los Angeles, CA
July 2011 - Sept. 2016

- Negotiated partnerships and sponsorship deals with key online influencers across multiple content categories (music, TV, film, lifestyle, beauty, etc.).
- Developed paid and earned media plans which helped garnered more than \$500K in funding for various startups.
- Managed relationships and partnerships with advertising, PR and talent agencies to negotiate and execute on paid and earned media campaigns with budgets exceeding \$25K.
- Developed complex social reputation, sentiment and online crisis management and monitoring plans for large media brands, using both custom methods and online tools (Radian6, Meltwater, Vocus).
- Secured millions of impressions across digital and traditional media for mobile app launches.
- Clients include: NBCUniversal, SAG-AFTRA, LA Regional Food Bank and the YMCA.

Revenue Frontier
Brand Manager/Copywriter

Santa Monica, CA
Feb. 2011 - July 2011

- Wrote and produced radio spots and marketing copy for a variety of beauty/lifestyle brands, including Proactiv, Sensa and Wen Haircare.
- Conducted market research and data analysis to identify consumer insights, needs and opportunities within the suite of brands.

Fredell Pogodin & Associates
PR Assistant

Los Angeles, CA
June 2008 - March 2010

- Edited, wrote and disseminated releases, screening invites, press notes and pitch letters.
- Produced awards season and international publicity events as well as press screenings ranging in audience size of 10 to 200+ media professionals, celebrities and influencers.

Los Angeles Times Community News
Reporter

Los Angeles, CA
Nov. 2006 - Feb. 2008

- Wrote news, entertainment, feature, business and human interest stories on daily deadline.
- Participated in budget meetings and generated unique story ideas for both print and online.