

# JASON STEINBERG

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A skilled director with broad experience across all disciplines of digital marketing including advertising, public relations and media strategy, planning, buying and management. Experience in both domestic and international markets. Highly creative and strategic. Able to turn complex information into executable plans and award winning programs.

## Expertise Includes:

|  |   |
|--|---|
| Integrated & cross platform communications | Stakeholder management                      |
| Social media                               | Concept creation, development and execution |
| Measurement & analytics                    | Usability; information architecture         |
| Brand management                           | Budget and scheduling                       |
| Product development                        | Search; SEO/SEM                             |

## EXPERIENCE

### Publicis Groupe

Vice President, Director of Digital - MSL Group  
Digital Media Director - Spark Communications

Chicago, IL  
April, 2010 - Present  
May, 2008 - April, 2010

Responsible for the digital strategy, oversight, management and monitoring for b2b, corporate & consumer practices; digital media planning, buying and negotiations for high profile accounts including GM, Proctor & Gamble, E\*TRADE, Suzuki, Purina, Riddell and others. Accomplishments include:

- Founded & oversaw social media, monitoring & analytics, SEM & performance marketing capabilities
- Management of a staff of 9
- Planned and executed award winning integrated media campaigns
- Participation in millions of dollars of new business wins and organic growth
- Positioned agencies as a digital leaders within industry

### Aegis Media

Digital Director - Carat Australia  
Global Account Director, APAC - Isobar

Sydney, Australia  
June, 2007 - May, 2008  
October, 2006 - May, 2008

Dual Role of Digital Director of Carat Australia and Global Account Director for the Asia Pacific region of the Isobar Network, the premier global network of digital agencies. Duties include new business development, management of client relationships, the championing of digital strategies for both the client and agency alike. Oversight of digital media accounts including Bayer, Luxottica, EMI, Yum!, IAG, HSBC, Hachette and the management of global accounts, most notably Tourism Australia. Achievements include:

- 65% growth of digital billings
- Strategic alignment of media, search and production capabilities within Aegis Australia Group
- End to end process review of Carat Digital which included a restructuring of Carat Digital's fees which led to a 20% increase in profit margin and lowered base negotiating positions with media owners

### Warner Bros.

Account Manager, Warner Bros. Online, Theatrical, DC Comics

Los Angeles, CA  
2003 - 2006

Team Lead for the award-winning Warner Bros. internal interactive marketing and design agency. Guided teams in creative solutions for scope, schedule and budget; formalized methodology for theatrical projects. Lead projects consisting of up to 15 internal members and two external vendors in the planning and execution of complex, long-term interactive projects.

- Conceptualized, planned and executed multi-million dollar, worldwide online marketing programs including *Harry Potter* and *the Goblet of Fire* and *Harry Potter and the Prisoner of Azkaban*
- Established documentation standards (Design, Schedule, Budget) for department
- Responsible for turning negative relationships with clients into loyal, repeat business
- Participated in various online promotions for Warner Bros. TV, Warner Bros. Home Video, and Warner Bros. Animations

## **Electronic Arts**

San Francisco, CA

Producer - Network Experience, Game Capabilities, EA Games Channel

2000 - 2002

Responsible for team management and coordination of large, network wide initiatives for the EA.com gaming platform from conception to completion. Defined high-level requirements, information architecture, statements of work, project schedules, and implementation plans for gaming capabilities both online and for all retail products. Lead teams of engineers, content owners, UI designers, coders and artists for spec completion and implementation.

- **Web Producer:** The Sims Online
- **Channel Producer:** EA Games Channel
- **Network Producer:** EA.com Online Tournaments
- **Capability Producer:** Majestic
- **Web Producer:** Multi-Brand Promotional Initiatives

## **On2**

NYC, NY

Sr. Broadband Content Producer

1999 - 2000

Initiated planning and execution of interactive net-casts and shows for the web from start to finish. Regularly defined features and functionality for programming and integration; teamed with creative and technical leads to manage strategy, production, schedule, budget and quality assurance, lead and coordinated efforts of the teams, and acted as primary digital production lead.

## **Morgan Stanley Dean Witter and Discover**

Deerfield, IL

Product Specialist, E-Commerce Team

1997- 1999

Identified, developed and implemented product specifications for customer service functions on Discover Card Web sites.

- **Project Lead:** Privateissue.com redesign
- **Project Lead:** Online Credit Activation
- **Project Lead:** Smart Check payment enhancements
- **Project Specialist:** Smart Card online application
- **Project Specialist:** Discovercard.com

## **EDUCATION**

- University of Wisconsin, Madison - Bachelor of Arts in Biology  
Arts and Entertainment Editor - *The Daily Cardinal*
- Google Adwords & iProspect Search Certification

## **AWARDS & AFFILIATIONS**

2010 Webby People's Voice Award: Call Woody

2009 SMG Digital Captivation Award: TGI Fridays

2009 JFAM Best Consumer Media Campaign: E\*TRADE

2008 Aegis Award: Tourism Australia Domestic Marketing Program

2006 Interactive Media Award, Best in Class, Theatrical Website: Happy Feet

2005 Web Award, Outstanding Website: Harry Potter and the Prisoner of Azkaban

2004 Web Award, Standard of Excellence: A Cinderella Story

2001 Webbie Nominee: Best Gaming Site, EA.com

New Media Association: Member

National Academy of Television Arts and Sciences: Member