



GALEN W. NEWTON | GALENWNEWTON.COM
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SENIOR DIRECTOR | DIGITAL & SOCIAL MEDIA

Emmy award-winning digital and social marketing executive with extensive experience in creative, production, and strategy. Innovative collaborator with proven ability to align company resources around emerging platforms and revenue opportunities by extracting high team performance. Experienced in creating and presenting fully-integrated, immersive 360 campaigns, with social as the connective tissue. Skilled at translating data and insights into brand-level ideas. Adept in brand, product, partnership and content marketing with recognized success in content development, executive communication, and significantly exceeding profit margins.

CAPABILITIES: Production | Content Development | Audience Development | Change Management | Vendor Management | Organizational Management | Branding Initiatives | Brand Design | Brand ID | Market Differentiation & Messaging | Project Management | Strategic Development | Channel Operations | Revenue Growth | Research, Data & Analytics | Monetization | Client Relationship Building

ACHIEVEMENTS

Interactive Emmy Award - Multiplatform Storytelling | Top Chef: Last Chance Kitchen | Bravo Digital PromaxBDA 2017 Gold Winner - Micro Video Content | Stun Creative | Crackle Fast Times PromaxBDA 2017 Silver Winner - Audio Design | Stun Creative | Bravo Top Chef Social Mobile Excellence Award 2011 - Best Community/Fan Content | Bravo | Top Chef All-Stars Social TV

HISTORY



HEAD OF DIGITAL & SOCIAL CONTENT
STUN CREATIVE

2016 to present

- Built digital and social department for PromaxBDA's 2018 Agency of the Year & Snapchat's Global Creative Partner
- Launched the agency into the virtual reality, 360 & interactive video space, creating \$2M in new revenue streams within the first year, resulting in a stronger client retention and acquisition
- Reposition agency beyond legacy media by adding social, digital, and emerging technology to its capabilities
- Lead a department of specialists that develop, produce, and execute campaigns/content for major brands, including NBCUniversal, Viacom, Turner, Sony, NFL, Pepsi, and Mattel
- Advise the creative, design, and production teams on bespoke platform programming; liaise with internal stakeholders to design digital-first systems and workflows



CONTENT STRATEGY
FOX

2013 to 2016

- Devised content strategy and editorial vision for network-related short-form video content; defined, established, and aligned department KPIs with broader company goals, increased department asset production by +39% without additional costs
- Implemented a micro video content process adding 2k assets, accounting for over 80% of departmental output
- Drove emerging social and mobile ad units, including FOX's first video ads on Snapchat and Instagram; spearheaded the network's first digital after-show for FOX's *Empire*
- Strategically managed multi-platform projects from brief to execution; translated research, identified and adapted insights into ideas, and collaborated with creative executives/multi-disciplinary teams to render results



SENIOR DIGITAL VIDEO PRODUCER/EDITOR
BRAVO

2006 to 2013

- Drove seven consecutive years of double digit growth in metrics around digital video content through strategic planning with cross-disciplinary teams; monitored KPIs to monetize and maximize exposure of video assets
- Managed ideation, budgeting, distribution, and promotion of projects; supervised interns, editors, and photographers
- Produced original video for digital and emerging platforms, including branded webisodes and red carpet interviews
- Established media management workflow and quality standards for internal and external partners

DEGREE

THE UNIVERSITY OF IOWA

Journalism and Mass Communications, B.A.

Graduated May 2004