

# ALITA RENÉE HOLLY

## SOCIAL MEDIA MARKETING STRATEGIST

### *Proactive Implementation Strategies / Creative Leadership / Delivering Results*

Veteran digital entertainment industry executive, with astute market awareness, substantial industry contacts and keen market instincts seeks position that will draw on talents and allow for growth. Highly motivated, experienced and focused, with proven track record developing exceptional, award-winning and innovative content for mobile, broadband, DVD and DVD-ROM. Well-versed in multimedia entertainment product development from conception to successful conclusions. Exceptional at breaking down strategies into tactical plans and processes to achieve aggressive business goals (ROI). Exhibits excellent written and verbal communication skills with an aptitude for highly persuasive and effective presentations to decision makers. Established ability to lead cross-departmental teams to achieve project objectives and meet tight deadlines. Employs a collaborative management style, as well as proactive and inventive approach to problem-solving. Proven faculty for resourceful thinking that generates win-win outcomes and builds strategic alliances. Particularly effective at negotiating and collaborating with various stakeholders to produce win-win solutions. Superior grasp of technical as well as creative aspects of production.

#### CORE LEADERSHIP COMPETENCIES:

- Content Management Solutions
- Budget Planning & Management
- Strategic Planning & Execution
- Global Branding & Marketing
- Digital Content Production
- Digital Media Technologies
- Cost Reductions & Profit Growth
- Cross-platform Content Development
- Product Development & Launch

## RECENT CLIENTS & PROJECTS

**The Criterion Collection:** *Publisher of Special Editions of Films on DVD & Blu-ray*

- Developed comprehensive online marketing and merchandising plan for redesign of criterion.com including video, CMS, interactive community features, mobile marketing and direct to consumer ecommerce functionality for DVDs and VOD.
- Established Twitter presence: @CRITERION & developed strategy that grew follower base from 0 to 15K+
- Leveraged Twitter and Friendfeed to expand Facebook activity (follower base grew by 20K+)

**Free the Hikers:** *Campaign to Gain the Release of 3 US Hikers Being Held in Evin Prison*

Developed and oversee comprehensive online campaign to inform, engage and enlist supporters. Hubs of activity include:

- Created their official website, a highly customized, self-hosted WordPress installation with multiple plugins.
- Expanded online activity by adding supporters blog with community feature, allowing members to post.
- Facebook Fan Page (15K+ members) and Group (7K+ members)
- Twitter: @FREEtheHikers YouTube: FREEtheHikers Flickr: FREEtheHikers

**Omelet LA:** *Interactive Advertising Agency*

Serving as an on-site consultant, I oversaw the development and production of four interactive websites:

- Crash Village: A social networking flash minisite for *Crash<sup>®</sup> of the Titans* game, with widget.
- Spyro's Lair: A tween social networking, games flash minisite and widget for *The Legend of Spyro<sup>™</sup>*.
- Prototype Online: Flash companion microsite to promote *Prototype<sup>™</sup>*, a game for young adults.
- Code Monkeys: A companion site & widget for G4 television show, *Code Monkeys*.

**Organa, L.L.C.:** *Publisher of films on DVD*

- Developed and launched a dynamic database-driven PHP/MySQL website to sell DVD titles directly to consumers, using a highly customized Zen Cart<sup>™</sup> solution: The Organa Boutique
- Launched YouTube Channel and Facebook Fan Page
- Reconstructed film from original FCP project, restored archival footage & authored DVD: *Brush with Life*.

**Lhasa Happy Homes Rescue:** *Small Breed Dog Rescue in Greater Los Angeles Area*

- Produced and launched MySpace presence for Lhasa Happy Homes Rescue
- Created presence for Lhasa Happy Homes in "Causes" application on Facebook

## PROFESSIONAL EXPERIENCE

**Digital Media Marketing Solutions Consultant, Los Angeles, CA**

**2006 – Present**

Provide comprehensive digital media solutions for entertainment industry clients. Specialize in digital content development, marketing & merchandising strategies, including video, mobile, content management (CMS), interactive community features, social networking, search engine strategies (SEM) and (SEO), e-commerce, viral marketing, widgets and games.

**Lotus Interworks / Alacre, Los Angeles, CA / New Delhi, India**

**2005 – 2006**

**Vice-President, Content Production & Creative Development**

*Mobile content solutions provider for various entertainment brands.*

Directed all production and product development activities, including UI design, engineering, web marketing, project management and platform development. Devised strategic plan to improve profitability, quality, costs management and

delivery performance. Oversaw all marketing policies, objectives, initiatives and competitive strategies for new and existing business. Managed all phases of the project lifecycle, including data gathering, design, development, testing, training and deployment of business solutions. Oversaw multiple simultaneous cross-carrier, multi-handset WAP and mobile application development projects. Managed over 45 direct/indirect employees in the U.S. and India.

**Selected Highlights:**

- Increased productivity for outsourcing operations to India by 20% by deploying a company-wide MS project server
- Instituted new risk/change management policies, thus decreasing budgetary overflow resulting from client scope creep
- Implemented new project bidding guidelines for cost assessment, based on variance analysis of the trend in forecast versus previous out-turn costs, thus improving actual margins
- Performed forecast trend analysis to identify potential market opportunities to ensure profitability targets were met
- Identified and executed improvements within sales, quality control and project management through performance measurement and process analysis
- Helped to develop detailed business plan for investment, including sales projections and competitive market analysis

**Blink Digital (Ascent Media Group company), Santa Monica, CA**

**2003 – 2005**

**Executive Producer**

*Division specializing in DVD menus, Websites, DVD bonus features (commentaries, EPKs, interactive video, games, etc.)*

Selected to establish and lead the launch of DVD creative services division at Ascent. Collaborated with talent and studios to create original programming for multiple DVD releases. Directed division communications, while drawing upon extensive contacts with studios, talent and the press in order to cultivate brand value, enhance industry reputation and increase share of emergent market. Led new business development, contract bidding and negotiation efforts. Implemented systems to improve quality control and project management, increasing productivity and cost efficiency. Executive Produced proof-of-concept, searchable database Website of the Archive of American Television's® video collection, featuring video with synchronized transcripts running as subtitles. Assembled and led strong in-house teams: 5 direct reports; matrix responsibility for staff of 28.

**Selected Highlights:**

- Secured \$2M+ in contracts within first year; \$3.5M in second; 2005 contracts worth \$10M+.
- Executive produced content for multiple DVD titles, winning 6 industry awards for titles produced during tenure.

**Organa West, Los Angeles, CA**

**2000 – 2003**

**Executive Producer, DVD Added Value Features**

*Independent DVD production services vendor for Home Entertainment divisions of Motion Picture Studios.*

Produced multiple critically-acclaimed DVD titles. Collaborated with studio executives to drive title-specific media coverage. Wrote press releases for public distribution. Presented on industry panels for DVD marketing and production. Featured in Hollywood Reporter, establishing Organa as pioneer and leader in emerging DVD industry.

**Selected Highlights:**

- Won multiple contracts to produce high-profile DVDs, by fostering relationships with studios, filmmakers and press.
- Collaborated with marketing, publicity and programming departments to develop and promote new specialty line of special edition DVD products entitled “infinifilm™.”

**Columbia Tristar Home Video, Culver City, CA**

**1998 – 2000**

**Senior DVD Consultant, Executive Producer**

Executive produced multiple projects assigned to outside vendors, ensuring adherence to tight budgets and deadlines.

Developed / advised on marketing strategies, including packaging details, collateral materials for retail and publicity, released through various media and distribution channels, to ensure maximum market impact. Established cooperative relationships with press, talent, agents and related industry insiders to promote brand value. Worked with marketing, sales, publicity and creative services departments to meet marketing objectives and to ensure consistency in product branding. Collaborated with filmmakers and studio executives to develop original programming, strategically designed to enhance the value and appeal of DVD releases.

**Selected Highlights:**

- Helped establish standards and templates for DVD titles, maximizing efficiency and consumer confidence
- Produced content for multiple DVD titles, winning 8 industry awards for titles produced during tenure
- Worked with publicity department to gain substantial coverage in both trade and consumer press for our titles

**EDUCATIONAL BACKGROUND**

**Bachelor of Arts** in English and Comparative Literature from **COLUMBIA UNIVERSITY** – New York, NY

## ADDITIONAL WORK HISTORY

<b>Organa, L.L.C.</b> , New York, NY, <b>Executive Vice-President</b>	<b>1995 – 1998</b>
<b>The Voyager Company</b> , New York, NY, <b>Director, International Sales &amp; Marketing</b>	<b>1993 – 1995</b>
<b>New York University</b> , New York, NY, <b>Manager, University Gift Clubs</b>	<b>1991 – 1993</b>
<b>The Criterion Collection</b> , New York, NY, <b>Manager of Sales &amp; Marketing</b>	<b>1987 – 1991</b>
<b>Janus Films</b> , New York, NY, <b>Manager of Publicity</b>	<b>1986 – 1987</b>
<b>SANE / Peace Action</b> , New York, NY / Washington, DC / Atlanta, GA, <b>Field Manager</b>	<b>1985 – 1986</b>

### Selected Highlights:

- Developed and produced pioneering marketing Websites, which included e-commerce, bulletin boards and live chat.
- Negotiated lucrative OEM contract that contributed to a 200% increase in international sales.
- Increased sales in territory from \$1M to \$4M for a network of independent and chain home video retailers.

## TECHNOLOGY AND TOOL PROFICIENCIES

- **Microsoft Tools:** Office Suite, Entourage, CRM, Visio, Access, Project Server
- **Adobe Tools:** After Effects, Illustrator, Photoshop
- **Apple Tools:** Final Cut Pro/Studio, LiveType, Motion, iLife, Soundtrack Pro, DVD Studio Pro
- **CMS & Site building Tools:** WordPress, Movable Type, Zen Cart™
- **Other Tools:** BBEdit, Final Draft, Xytech Enterprise, WordPerfect, OmniGraffle, Basecamp

## MOBILE APPLICATION PROJECTS

### DEVELOPMENT PROJECTS

- *Rachael Ray's Recipes On The Run*
- *Consumer Reports® Mobile*
- *Desperate Housewives® Mobile (WAP)*
- *The Source Mobile Channel*

### PORTING PROJECTS

- *Radio Disney Mobile*
- *Lost® Mobile (WAP)*
- *TV Guide® Mobile (WAP)*
- *People® Mobile*
- *Top Gun™ Gulf Crisis*
- *IHRA® Drag Racing 2*
- *20Q®*
- *24™: Agent Down*

## AWARDS

### **Ghostbusters: Collector's Series DVD (Sony Pictures Home Entertainment) — Role: DVD Producer**

- **Winner**, 1<sup>st</sup> Annual Digital Bits Bitsy DVD Awards — Best Use of DVD Features
- **First Runner Up**, 1<sup>st</sup> Annual Discus Awards for Creative Excellence — Best Consumer DVD
- **Honorable Mention**, 1<sup>st</sup> Annual Discus Awards for Creative Excellence — Best Technical Achievement

### **Men In Black: Limited Edition DVD (Sony Pictures Home Entertainment) — Role: DVD Producer**

- **Winner**, 2<sup>nd</sup> Annual Digital Bits Bitsy DVD Awards — Best DVD, Special Edition
- **Winner**, 2<sup>nd</sup> Annual DVD Festival — Best Use of Menu Features
- **Winner**, 3<sup>rd</sup> Annual Discus Awards for Creative Excellence — Best Interactive Menu Design
- **First Runner Up**, 3<sup>rd</sup> Annual Discus Awards for Creative Excellence — Best Additional Features
- **Second Runner Up**, 3<sup>rd</sup> Annual Discus Awards for Creative Excellence — Best Overall DVD

### **Frequency: Platinum Series DVD (New Line Home Entertainment) — Role: DVD Producer**

- **Honorable Mention**, 3<sup>rd</sup> Annual Discus Awards for Creative Excellence — Best Use and Integration of Web Content

### **the Simpsons: the Complete Fourth Season DVD (Fox Home Entertainment) — Role: DVD Producer**

- **Winner**, 7<sup>th</sup> Annual DVD Entertainment Awards — Best Television Series DVD

### **the Simpsons: the Complete Fifth Season DVD (Fox Home Entertainment) — Role: DVD Executive Producer**

- **Winner**, 2005 DVDA DVD Excellence Awards — TV Series DVD Excellence
- **GOLD Winner**, Home Entertainment 2005: BDA Design Awards — DVD Menu

### **the Simpsons: the Complete Sixth Season DVD (Fox Home Entertainment) — Role: DVD Executive Producer**

- **BRONZE Winner**, Home Entertainment 2005: BDA Design Awards — DVD Special Features

### **Heat: DVD (Fox Home Entertainment) — Role: Executive Producer, DVD Menus**

- **BRONZE Winner**, Home Entertainment 2005: BDA Design Awards — DVD Menu

## SELECTED FILMOGRAPHY

- **The Savoy King: Chick Webb & the Music That Changed America** (feature film) — **Post-Production Supervisor**
- **Brush with Life: The Art of Being Edward Biberman** (feature film) — **Post-Production Supervisor**
- **The Birth of Garfield** (*Garfield, The Movie*: DVD) — **Executive Producer**
- **Making Eloise at Christmastime** (*Eloise at Christmastime* DVD) — **Executive Producer, Online Editor**
- **Matt Groening Introduction** (*the Simpsons*: Season Four DVD) — **Director, Producer, Editor**
- **Bush vs. the Simpsons** (*the Simpsons*: Season Four DVD) — **Director, Producer, Editor**
- **Making Eloise at the Plaza** (*Eloise at the Plaza* DVD) — **Executive Producer, Online Editor**
- **The World of Austin Powers** (*Goldmember* DVD) — **Director, Producer, Editor**
- **Simulating SIMONE** (*SIMONE* DVD) — **Director, Producer, Editor**
- **Making it in Hollywood** (*Swingers* DVD) — **Director, Producer, Editor**
- **Getting it Made** (*MADE* DVD) — **Director, Producer**
- **Making Magic out of Mire** (*Rush Hour 2* DVD) — **Director, Producer**
- **Roots of the Cuban Missile Crisis** (*Thirteen Days* DVD) — **Director, Producer**
- **Bringing History to the Silver Screen** (*Thirteen Days* DVD) — **Director, Producer**
- **The Science & Technology Behind Frequency** (*Frequency* DVD) — **Director, Producer**
- **Metamorphosis of Men in Black** (*Men in Black* DVD) — **Director, Producer**
- **The Boom and Bang of Bad Boys** (*Bad Boys* DVD) — **Director, Producer**
- **Easy Rider: Shaking the Cage** (*Easy Rider* DVD) — **Executive Producer**
- **Beloved Beethoven** (*Immortal Beloved* DVD) — **Executive Producer**
- **Ghostbusters' SFX Team Featurette** (*Ghostbusters* DVD) — **Director, Producer**
- **Ghostbusters 1999 Featurette** (*Ghostbusters* DVD) — **Director, Producer**

## DVD PRODUCTION CREDITS

20<sup>th</sup> Century Fox • Buena Vista • New Line • MGM • Sony • Lionsgate • Miramax • Disney

### PRODUCER

- *Against All Odds*: Special Edition
- *Austin Powers in Goldmember*: infinifilm™
- *Bad Boys*: Special Edition
- *The Blue Lagoon*: Special Edition
- *Bratz: Starrin' & Stylin'*: Special Edition
- *Central Station*: Special Edition
- *City of Lost Children*: Special Edition
- *Frequency*: Platinum Series
- *Garden State*: Special Edition
- *Ghostbusters*: Collector's Series
- *Hart's War*: Special Edition
- *Idle Hands*: Special Edition
- *MADE*: Special Edition
- *Men in Black*: Collector's Limited Edition
- *Muppets from Space*: Special Edition
- *Rush Hour 2*: infinifilm™
- *S.L.C. Punk*: Special Edition
- *SIMONE*: Platinum Series
- *Swingers*: Special Edition
- *the Simpsons*: The Complete Fourth Season
- *Thirteen Days*: infinifilm™
- *Thirteenth Floor*: Special Edition

### EXECUTIVE PRODUCER

- *Because of Winn-Dixie*: Special Edition
- *Cruel Intentions*: Collector's Series
- *Easy Rider*: Collector's Series
- *Eight Millimeter*: Special Edition
- *Eloise at Christmastime*: Special Edition
- *Eloise at the Plaza*: Special Edition
- *Freaky Friday*: The Original Classic, Special Edition
- *Garfield The Movie*: Special Edition
- *Guns of Navarone*: Special Edition
- *Heavy Metal*: Collector's Series
- *His Girl Friday*: Special Edition
- *Immortal Beloved*: Special Edition
- *Mr. Smith Goes to Washington*: Special Edition
- *Sleepless in Seattle*: Special Edition
- *A Soldier's Story*: Special Edition
- *Stir of Echoes*: Special Edition
- *Swimming with Sharks*: Special Edition
- *the Simpsons: Bart Wars*
- *the Simpsons: Christmas 2*
- *the Simpsons*: The Complete Fifth Season
- *the Simpsons*: The Complete Sixth Season
- *Young Black Stallion*: Special Edition