

MATT BAXTER

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Professional Summary

Senior multimedia content leader with unique experience at the intersection of integrated marketing, original programming, and content strategy. Proven leadership building content departments and delivering high-performing video programs for Fortune 500 and entertainment brands. Equally fluent in creative storytelling, strategic planning, project management, and executive-level communication.

Core Competencies

Content Strategy: Branded Entertainment, Content Monetization, Distribution, Content Development

Creative & Production: Video Producing, Directing, Scripting, Copywriting, Creative Direction, Storytelling

Marketing & Analytics: Paid Media, Earned Media, Social, Advertising, Brand Management, Analytics

Management: Project: Management, Budgeting, Team Leadership, Strategic Planning, Client Management

Tools: Premiere, Asana, Adobe Creative Cloud, Google Suite, Microsoft Suite, WordPress, SharePoint

Professional Experience

SENIOR VICE PRESIDENT, VIDEO OPERATIONS | PLATINUM EQUITY ADVISORS

Beverly Hills, CA | May 2019 – Present

Platinum Equity manages \$20 billion in assets and a diverse portfolio of 40+ companies across manufacturing, hospitality, tech, entertainment, and professional sports including the Detroit Pistons.

- Lead video operations, developing and executing multimedia strategies to enhance the firm's brand visibility, and to highlight transformational business initiatives underway at our companies.
- Built a 12-person content team, launched *The Newsroom*, Platinum content hub, driving firm-wide visibility.
- Produced **100+** videos ranging from short form segments to hour-long form documentaries.
- Created and syndicated **Detroit Pistons**-related content for NBA.com and local Detroit TV.

HEAD of ORIGINAL CONTENT, ACTING | LIVEONE MEDIA (Formerly LiveXLive)

West Hollywood, CA | April 2018 – May 2019

LiveOne live streamed the world's largest music festivals. Brought on temporarily to lead original content operations and drive the company's expansion into original show and non-streaming content.

- Pitched and sold branded entertainment programs to clients ranging from **Ciroc** to **KIA**.
- Produced **100+** short form videos segments at festivals including **Rolling Loud**, **Rock in Rio** and **EDC**.
- Developed multichannel digital network plans for partners like **Lollapalooza**.

VICE PRESIDENT, ORIGINAL VIDEO | LIVE NATION ENTERTAINMENT

West Hollywood, CA | December 2016 – March 2018

Initially hired to build an original content studio. When the studio plans were cancelled in March 2017, I remained on developing and producing content for key external partners.

- Developed original series for **Complex**, **Go90**, and **Snapchat**.
- Conceived 360 branded content programs for Live Nation's sales team to take to market.
- Produced episodes of the music-based web series, *Turn it Up* for **Spotify**.

GLOBAL HEAD of ORIGINAL CONTENT | SPOTIFY

West Hollywood, CA | June 2015 – December 2016

The Spotify original content initiative's purpose was to provide a video and podcast experience for Spotify's users, to drive deeper in-product engagement, and develop IP for Spotify to own.

- Built an original programming slate of 20+ audio and video series.
- Managed a **\$20M+** budget, and 15-person team based in LA, NY, and London.
- Leveraged proprietary data and user insights to inform development and programming decisions.
- Helped secure sponsors like **Land Rover** for product integration into original series.
- Produced shows across every genre with budgets ranging from **\$2K** to **\$250K** per episode.

HEAD of BRANDED VIDEO | BUZZFEED

Hollywood, CA | May 2014 – June 2015

Oversaw a team of writers, producers, directors, and editors that produced award-winning multi-platform, brand-funded video programs for BuzzFeed and its sponsors content touchpoints.

- Scaled team from 10 to **60+** in one year; created **150+ videos** garnering **300M+ views** combined.
- Helped generate **\$40M+** in revenue via sponsorships from brands like **P&G**, **Mini**, and **Nestle**.
- Served as the strategic contact for key clients including **Purina**, **Carat**, **Toyota**, and **Budweiser**.
- Helped secure BuzzFeed's first TV spot for Purina, and broadcast during **The Super Bowl**.

FREELANCE PRODUCER / CONTENT STRATEGIST | VARIOUS ORGANIZATIONS

Los Angeles, CA | November 2006 – July 2007, February 2014 – June 2015

Provided integrated marketing and content development consultation to leading media companies, creative agencies and publishers including **Participant Media**, **SPIN Media**, **Pepsi**, and **Fullscreen**.

VICE PRESIDENT, CONTENT DEVELOPMENT | DIGITAL BROADCASTING GROUP (DBG)

Santa Monica, CA | July 2011 – January 2013

Prior to its acquisition by Alloy (and eventually being folded into **Defy Media**), DBG produced and distributed advertiser-funded video short form content across third party digital touch points.

- Led the stem-to-stern overhaul of DBG's branded entertainment pitch and development process.
- Developed financial models to evaluate branded entertainment and co-production deals.
- Managed a NY creative team through the ideation of **60+ branded entertainment proposals**.
- Structured distribution deals with digital publishers like **IGN**, produced series for clients like **SONY**.

SENIOR PRODUCER, BRANDED ENTERTAINMENT | DISNEY INTERACTIVE

North Hollywood, CA | February 2009 – February 2011

The branded entertainment team partnered with the Disney sales team, and other units across the company, to produce content ranging from the original to the advertiser funded. Projects were based on existing or new IP, employed different mediums, and lived on multiple platforms.

- Oversaw production of **20+** hours of short-form video content (**300+ videos**).
- Projects ranged from EPK segments to animated shorts to **\$1MM+** scripted web series.
- Received a **WEBBY** nomination for **Muppets Kitchen** and a **WEBBY** win for **The Possibility Shop**.
- Oversaw an in-house staff of eight. Managed a dozen external creative vendors.
- Co-managed the team's **\$5MM+** budget. Played a key role in securing \$10MM in new/returning business.

PRODUCER / DIRECTOR | MOB SCENE CREATIVE + PRODUCTION

Beverly Hills, CA | July 2007 – February 2009

Mob Scene is an LA-based entertainment marketing and video production company. Hired to broaden the company's client base beyond entertainment clients and expand its digital-first production capability.

- Directing/producing promos, EPKs and web series for studios including **Paramount** and **Lions Gate**.
- Developed or executed TV spots for clients like **Fox Home Entertainment** and **CBS Sports**.
- Helped clients get content distributed via third party outlets and on multiple digital platforms.
- Produced and directed web series for consumer brands including **Princess Cruises** and **Century 21**.

SUPERVISING PRODUCER | MTV NEWS

Santa Monica, CA | August 2005 – November 2006

Managed the production and distribution of news, movie, and documentary content (written, audio, video) across MTV News' media platforms, including web and broadcast.

- Managed a staff of five in LA. Had indirect oversight of a staff of eight in New York.
- Supervised the daily publishing workflow of dozens of articles to the MTVNews.com site.
- Partnered with studios to create branded entertainment video content for films like *Casino Royale*
- Oversaw LA news production for Overdrive, MTV's **EMMY-nominated** broadband channel.

DIGITAL PRODUCER | CBS INTERACTIVE

Los Angeles, CA | February 2004 – August 2005

Hired as CBS interactive's liaison to the UPN Network, tasked with managing the UPN website. My role expanded, and I became the point person for all things digital including social and digital marketing.

- Led the stem-to-stern overhaul of UPN.com and doubled page views in under one year.
- Transformed UPN.com from a money loser to a site generating millions in revenue.
- Managed integrated marketing campaigns for shows including *America's Next Top Model*.
- Data-mined user info and narrow casted updates about network priorities to key demos.

WRITER / PRODUCER | POPULAR ARTS ENTERTAINMENT

Burbank, CA | August 2002 – August 2003

Popular Arts produced broadcast shows for cable outlets ranging from **Comedy Central** to **Discovery**. Began freelancing as a production manager and worked my way up to writing and producing in less than a year.

- Production managed episodes of *The Jeff Corwin Experience*
- Field produced segments of the weekly Starz newsmagazine show *CineNews*
- Wrote/produced the second season of the Court TV series *The Saturday Night Solution*

Education

University of Pennsylvania — Bachelor of Arts, History

UCLA School of Theater, Film and Television — MFA Coursework Completed

Riverdale Country School — High School Diploma

Websites

Portfolio: <https://hollowpointest.com>

LinkedIn: <https://www.linkedin.com/in/mattrbaxter/>

The Platinum Equity Newsroom: <https://www.platinumequity.com/platinum-newsroom/>