

JASON BERGMAN

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SUMMARY

An accomplished and highly versatile Digital Media professional with over 20 years of experience in the New Media and Interactive space and extensive Entertainment industry expertise. Exceptional client handling and account management skills, coupled with creative direction and technical knowledge, as well as social media and mobile experience. Proven success in leading cross-functional teams to deliver strategic online marketing solutions, unique web experiences and rich internet applications that meet clients' needs and exceed expectations.

AREAS OF EXPERTISE

- Interactive Production/Project Management
- Account Management/Client Services
- Digital Marketing Strategy
- New Business Development
- Web Development
- Social Media

EXPERIENCE

EXP Media Santa Monica, CA

October 2004 - Present

Digital Media Development & Marketing Consultant / Owner

- Produce and manage the full life-cycle of Web Based Technology Systems, Content Management Systems (CMS), and Rich Internet Applications (RIAs) projects for entertainment and media companies. Project responsibilities, from conception to implementation, include: determining scope, approving appropriate technologies, creative, and user experience (UX), managing vendors and establishing budgets and schedules to ensure timely delivery
- Establish and maintain client relationships including: Open Sky Entertainment, DeepMix, Kingston Signals and DownSound Records. Provide overall strategic guidance and day-to-day contact as the Online Marketing and New/Emerging Media Subject Expert
- Define digital strategy and execute web marketing initiatives that function independently or in conjunction with traditional marketing efforts including: owned, earned, and paid social media campaigns, Facebook Advertising, search engine optimization, email messaging solutions, as well as acquisition and retention programs

The Jewish Federation of Greater Los Angeles Los Angeles, CA

January 2011 - June 2016

Senior Director, Web & Technology

January 2014 - June 2016

Director, Web & Technology

January 2011 - January 2014

- Responsible for leading the day-to-day operations, creative, content development, and strategic planning and implementation of Federation online marketing initiatives and communications, while ensuring online and offline marketing integration with technology
- Ownership of Federation's Website(s) and Social Media streams including overall user experience (UX), tone, substance, growth, traffic generation, and establishment of success metrics with regular reporting and analysis
- Develop, produce and execute engaging digital content, messaging, and advertising for online marketing initiatives, social media, and Website(s) that are relevant to various audiences
- Serve as the primary liaison with external vendors and consultants, and for the Marketing & Communications department internally, on digital media, mobile, and online technology
 - Key projects /accomplishments include:
 - Organically grown community of over 100,000 active users in four months
 - Social Circle Increased over 1400% (FB 441%, TW 407%, YT 559%)
 - Website Traffic Increased 707% (Unique Visitors)
 - Online Revenue Increased 665%

PingWorx / BroadSpire, Inc. Los Angeles, CA
Director, Account Management / Interactive Development
Senior Account Manager / Interactive Producer

July 2007 - October 2008
 October 2007 - October 2008
 July 2007 - October 2007

- Led overall production and creative direction for flagship websites, including the award-winning DreamWorksAnimation.com. Responsibilities included client and program management, new business development, general management and operations duties
- Owned client relationships including: DreamWorks Animation, Paradigm Talent Agency, Sotheby's International Realty, Mentor LA and Resort Sports Network. Established and fulfilled client expectations and ensured client satisfaction
- Built, trained, mentored and managed cross-functional teams. Led team of web producers and account managers responsible for client handling and the production, execution, and implementation of websites, CMS, SEO, RIAs and widgets
 - Key client projects/accomplishments include:
 - DreamWorks Animation sought to update their out-of-date website and elicit industry recognition. The re-launched DWA site was warmly received by the web 2.0 world, garnering several awards including: The Web Marketing Association's 2008 Internet Advertising Award for "Best Entertainment Interactive Application" and a 2008 WebAward for "Outstanding Achievement In Website Development"
 - To increase Resort Sports Network's traffic and the amount of time visitors spent on the site, we designed and implemented a social media platform and CMS. After we re-launched the site in Sept. '08, time-on-site increased by 700% and daily page views rose 400% (year over year after launch)

Disney Mobile/Disney Internet Group North Hollywood, CA
Project Administrator

February 2007 - July 2007
 (Project Based Position - Project Completed)

- Allocated broad Program Management responsibilities for a new Disney Mobile (pilot program) product. Developed presentations, compiled competitive research, maintained Executive Dashboard and provided overall support for the Program Manager
- Created customer support wireframes for business use cases, web team and product development. Tracked action items and facilitated weekly cross functional team meetings
- Compiled and distributed daily QA testing defect reports utilizing Mercury Quality Center and MS Excel. Coordinated daily defect calls between partners and internal management

NetZero / United OnLine Woodland Hills, CA
Quality Analyst / Technical Support Specialist

May 2002 - January 2005

- Managed outsourced support vendors and collaborated with Tech Management to monitor and evaluate the support teams' performance. Identified areas in need of quality improvement, developed strategies accordingly and presented feedback
- Collaborated with Technical Management and outsourced support vendors to recommend and develop documentation, training and tools to improve CRM quality. Improved the First Call Resolution rate to 84%, a record high for the CRM department, sustaining a rate of above 80% for an unprecedented period of 9 months

EnterActive Media Los Angeles, CA
Web Producer / Developer / Marketing Consultant / Owner

September 1994 - December 2003

- Produced and managed the full lifecycle of Internet Technology Systems and websites for entertainment, media and franchise companies. Project responsibilities, from conception to implementation, included: determining scope, recommending appropriate technologies and design, managing vendors and establishing budgets and schedules to ensure timely delivery
- Established and maintained relationships with client including: Sony Music, Polygram Music, Terrence Trent D'Arby, P.M. Dawn, The Pharcyde, Workhorse Advertising, Pauly Shore, The Comedy Store, Teleflora, Collegiate Monthly, and Eagle Pictures

- Created and executed web marketing initiatives including: search engine optimization, email messaging solutions, viral web campaigns and acquisition/retention programs that function independently or in conjunction with traditional marketing efforts
- Designed and programmed graphical user interface (GUI) of client/server websites utilizing: HTML, XHTML, DHTML, PHP, MySQL, CSS, JavaScript, ActionScript, Photoshop, Flash

ARTISTdirect Encino, CA

April 1998 - January 1999

Web Developer

- Designed, developed, produced, and programmed entertainment-based “official” artist websites and ecommerce store front solutions utilizing: HTML, ASP, CGI, Flash, Photoshop and Real MediaEncoders. Liaised between Clients, Management and Production teams
- Key projects included: Korn Direct, Sublime Direct, Marilyn Manson Direct (store-front solution) and notably, the production and launch of Marilyn Manson’s first official website, which received over a million unique views on the eve of launching. The site launch featured one of the first-of-its-kind live video webcast interviews with Marilyn Manson from The House of Blues in Hollywood, CA

Music Industry Experience

A&R, Management, and Multimedia

nu.millennia | Records Los Angeles, CA

July 1995 - November 1996

A&R and Multimedia Executive

(Company Bankruptcy)

- Responsible for artist acquisition and development. Signed and developed artists, including alternative rock band 3 Penny Needle. Notably, was one of the youngest A&R executives in the music industry
- Executive produced and influenced Interactive-enhanced CD projects including: Soundgarden’s *Alive In The SuperUnknown*, Epitaph Records’ *Board Aid*, Motion Picture Soundtrack: *Cutthroat Island* (also A&R’d LP) and 3 Penny Needle’s debut album *Brand New Worries* (and A&R’d LP)

MCA Records Universal City, CA

April 1994 - July 1995

A&R Consultant

- Scouted artists, reporting directly to the President of MCA Records
- Attended and reviewed artist showcases and evaluated solicited material

EMI Records Group Los Angeles, CA

June 1992 - January 1994

A&R Coordinator

- Evaluated solicited material and coordinated artist showcases. Arranged liner credits, studio time and mastering sessions. Managed demo logs, producer logs and administration for directors
- Worked with such artists as: Gang Starr, Arrested Development, Masters of Reality, Dionne Farris and Milla Jovovich

EDUCATION

Emerson College Boston, MA

School of Mass Communications and Performing Arts

- Bachelor of Science Degree in Mass Communications

COMPUTER SKILLS

- Web Developer, Designer, Producer, Webmaster and Information Architect
- Digitizing, editing, compressing and maximizing audio and video content for streaming
- Programs, Platforms, and Languages include: Flash, Fireworks, Dreamweaver, Final Cut Pro, Photoshop, Microsoft Office, MS Project, MS Visio, Azure Pro, Drupal, Expression Engine, WordPress, HTML, DHTML, XHTML, PHP, ASP, CGI, MySQL and JavaScript
- Mac and PC proficient