

# Todd Ames

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## CAREER SUMMARY

Head of Marketing with more than two decades of media industry expertise. High EQ, versatile professional with leadership capabilities ranging from small, local projects to full-scale, multimillion-dollar marketing campaigns. A unique mix of experience combining leading media brands such as Viacom, NBCUniversal, and Bloomberg, with innovative start-ups in social networking, mobile content curation, and podcasting. Equipped to move at start-up speed while executing with corporate polish and precision.

Branding ♦ Advertising ♦ Media Planning ♦ Activation ♦ Leadership ♦ Social Media ♦ Content Strategy ♦ Audience Building  
Podcast Marketing ♦ Partnerships ♦ Business Development ♦ Publicity ♦ Live Events ♦ Experiential

## WORK EXPERIENCE

### AXIOMATIC CONSULTANCY, New York, NY

#### Head of Marketing

2015 - Present

Contracted to augment marketing teams and provide part-time CMO capabilities to SMBs and start-ups seeking to align their value-creating activities with growth and revenue objectives.

- Lowered monthly overhead 40% for a podcast startup, reducing suppliers, consolidating functions, and insourcing activities.
- Reduced mobile app organic Cost Per Install from \$13.00 to \$3.50 for paid media plans using an innovative media strategy.
- Created a proposal for a mobile app's Business Development team resulting in 50+ premium and independent publishers granting the right to distribute and monetize content including Rodale, Bonnier Corp., and the NFL's Jacksonville Jaguars.
- Crafted and produced an original programming strategy to create unique interest for a mobile content app, including a weekly live local activity guide and partnerships with Nashville music venues to create an unstrung network of live-stream showcases.

### BLOOMBERG MEDIA, New York, NY

#### Strategic Marketing, Multi-Platform Lead

2013 - 2014

Hired to build audiences and usage across all six company platforms (web, mobile, TV, print, radio, and live events) for existing and new editorial verticals without paid promotion, including Bloomberg Business, Bloomberg Politics, & Bloomberg Television.

- Identified and directed \$200K of TV advertising from program distributor contractual commitments to target Washington D.C. Influencers for the launch of the John Heilemann-hosted and MSNBC co-produced political talker, "With All Due Respect."
- Built the "Work Smarts" multi-platform franchise from existing assets resulting in a +10% sponsorship investment by Dell.
- Executed \$700K international multimedia barter with *The Financial Times*, fueling 9% growth in global media subscriptions.

### AFFINITY ANSWERS, New York, NY

#### Business Development Consultant

2012 - 2013

Brought on to bolster sales for a SaaS social media intelligence software developer by securing meetings with leading Cable network brands and translating its capabilities into industry-relevant benefits, applications, and opportunities.

- Led Viacom client accounts for MTV, VH1, and Logo, including \$240K in contract renewals for MTV and VH1.
- Leveraged industry knowledge and expertise to secure pilot programs with Comedy Central and IMG Sports & Marketing generating \$100K in program fees.
- Secured executive-level meetings for CEO with leading Cable brands and agencies including HBO, Showtime, and AMC.

### VIACOM MEDIA NETWORKS, New York, NY

#### Vice President Consumer Marketing, *Spike* (now *The Paramount Network*)

2004 - 2012

Rehired to lead branding, build buzz, and develop program marketing for the new men's entertainment brand, SpikeTV, in 2004 after a four-year tenure with MTV Networks Affiliate Sales & Marketing. Promoted to Vice President in April 2008.

- Led initiatives to refine the brand and program promotion strategy, repositioning the service to appeal to wider audiences, elevating the brand into the Top 10 Basic Cable networks and fueling ad sales growth in support of \$500MM in total revenue.
- Increased "intent to view" 21% among 7MM national racing fans through sponsorship of Monster Energy SuperCross mixing national TV on CBS & SpeedChannel, custom Facebook tab, original video, mobile promotions, and 14 live event activations.
- Grew 2nd season of Lionsgate's *Blue Mountain State* to series-high 2.6 M18-34 ratings using Influencers, viral video, live cast tweets, college campus activations, and a virtual viewing party hosted by Phillip DeFranco, earning 3MM+ viral views.

- Launched the entire *Star Wars* saga for the first time on Basic Cable, delivering an audience cum of 52MM for the premiere weekend, featuring an aggressive OOH campaign including Times Square billboards city, buses, subways, and phone kiosks.
- Introduced the mass market to The UFC and Mixed Martial Arts (MMA) with the launch of the hit reality series, *The Ultimate Fighter*, driving tens of millions of dollars in ad sales and sponsorships over 15 seasons.

**NBCUNIVERSAL, New York, NY**

**Director of Marketing, TRIO – pop. culture. tv.**

**2002 - 2004**

Charged with repositioning a Canadian fine arts network into an aspirational US popular culture brand for influential tastemakers and voracious media consumers.

- Crafted original content promotion strategy using leading video and streaming sites, tripling Web site traffic while adding 80,000 new e-newsletter subscribers.
- Orchestrated unique, high-impact, integrated paid media and publicity plans resulting in Trio being recognized as *Entertainment Weekly*'s "It" Cable Network of 2003.
- Developed a buzz-generating marketing framework to create the perception of a national-scale promotional presence while only running in regional markets resulting in 5x press coverage and earned media value versus the prior year.

**LEXIQUEST, INC. New York, NY**

**Vice President of Brand Marketing**

**2000 - 2001**

Recruited to create the first corporate brand, identity, and sales platform for the international linguistics-based software startup, using Natural Language Processing to enhance search results for text-intensive industries, such as Pharma and Tech.

- Led direct mail strategy converting 3.5% of the targeted Fortune 500 clients into sales meetings.
- Produced the company's first corporate brand and identity, establishing a consistent sales message for the US and Europe, including sales enablement and a bi-lingual English/French website completed within nine (9) months of being hired.
- Developed a "virtual" marketing team of external suppliers, minimizing headcount and overhead.

**EARLY CAREER EXPERIENCE**

- **Bolt.com, New York, NY** - Director, Events & Promotions, pioneering social network and UGC website.
- **MTV Networks, New York, NY** - Manager, Market Development, Affiliate Sales & Marketing, MTV, VH1, Comedy Central.
- **DMB&B, New York, NY** - Assistant Account Executive, Norelco Consumer Products, P&G.
- **Grey Entertainment & Media, New York, NY** - Account Executive - *HarperPaperbacks*, New York City OTB.

**EDUCATION**

**FORDHAM UNIVERSITY GABELLI SCHOOL OF BUSINESS**

**New York, N.Y.**

*MBA – Marketing*

**VASSAR COLLEGE**

**Poughkeepsie, NY**

*BA – History*

- NCAA Division III Men's Lacrosse – Starting Goalkeeper; Team MVP senior year.
- Student Government – Treasurer, Main Dormitory, freshman year.
- Career Mentor - Office Of Career Development – on-going

**ADDITIONAL**

- **Languages:** Basic French.
- **Interests:** History, current events, music, sports, useful tech, live theater, podcasts, cats, and ringed tailed lemurs.
- **Independent Producer:** Developing an original podcast examining evolving American culture through the lens of Sports.