

ASH STEFFY

Promax-Winning, Strategic and Creative Marketing Executive

EXPERTISE

- Integrated B2C and B2B 360 Marketing Strategies
- Brand Vision and Brand Storytelling
- CRM | Salesforce | Customer Acquisition
- Cross-Functional Team Leadership and Inspiration
- Content Marketing: Strategy and Execution
- Public Relations | Press | Communications
- Social Media and Digital Marketing Strategies
- Video Production and Post-Production
- Performance Marketing: Martech Stacks and MROI
- Budget Management and Forecasting

EXPERIENCE

SENIOR VICE PRESIDENT, HEAD OF MARKETING AND BRAND STRATEGY

FanDragon Technologies (2019 – Present)

Lead all international marketing and branding initiatives for the B2B SaaS technology firm leveraging blockchain to revolutionize live-event ticketing. GTM and customer acquisition strategies for North American and European music, sports, esports, theatre and university clients. Responsibilities include:

- GTM Strategies | Lead Generation
- Creative Design and Branding
- Press Relations | Communications
- Website Strategy and Design
- Advertising (Print, Digital, OOH)
- Sales Decks, Collateral and Swag
- Content Marketing | Explainer Videos
- ABM | CRM | Salesforce
- Strategic Partnerships | Integrations
- Investor Relations | Capital Raise Strategies
- Email Marketing | Social Media | Blog
- Conferences | Panels | Awards

KEY ACCOMPLISHMENTS:

- **Drove immediate B2B business growth and exponential brand awareness** leveraging deep market intelligence and GTM strategies to rapidly acquire clients across North America and Europe.
- **Successfully built a compelling brand from scratch** at the intersection of technology and entertainment verticals, including music, sports, cinema, live theatre and universities.
- **Generated millions of earned impressions** – including *Bloomberg, Inc. Magazine, Yahoo!, AP News* and *Business Insider*, establishing FanDragon as an *L.A. TechWatch* “Top 50 Start-Up to Watch”.
- **Assembled a world-class marketing team** within start-up budgetary parameters – including all staff/freelance talent & vendors including communications and PR, website design and social media,
- **Created investor presentations that successfully attracted blue-chip tech financiers** for the company’s \$50 million series B raise.
- **Commissioned industry-leading market research**, including a first-of-its-kind “Fan Experience Index” survey and an online Fan Forum for live events which drove new leads and earned media impressions.
- **Established marketing growth roadmap and scalable operations**, including automation stacks, metrics, campaign/project management workflows and reporting, and quarterly revenue targets.

VICE PRESIDENT, CREATIVE SERVICES AND ON-AIR PROMOTIONS

Ovation Media Networks (2016 – 2019)

Led team of 25+ creatives, overseeing brand and content marketing for the arts-focused multiplatform network. Steered execution of marketing content across all platforms including OTT / AVOD / Social / Digital / On-Air. Developed the network’s visual look & feel. Responsibilities included:

- On-Air Promos | Interstitials
- Creative Branding | Graphics
- Digital and Social Media Content
- OTT AVOD: Ovation Now | Journey
- Ad Sales Upfront Presentations
- Advertiser Integrations | Branded Content
- PR | Events (TCA) and Collateral
- Affiliate Sales Reels and Materials
- Digital, Print, Off-Channel, OOH Advertising
- Manage Multi-Million Dollar Budgets

KEY ACCOMPLISHMENTS:

- **Drove increased brand awareness, viewership and new advertising revenue** for America’s preeminent multiplatform networks devoted to the arts.
- **Led successful 360 launch campaigns for flagship shows** including *Versailles* – Ovation’s #1 watched show in history, as well as hits *Riviera, Murdoch Mysteries, The Tudors* and *The Borgias*.
- **Led successful launch multiplatform campaigns for OTT AVOD platforms** *Ovation Now* and travel-themed *Journey* – which became a Top 5 travel app on Roku w/no paid spend.
- **Developed lucrative integrated campaigns with advertising partners** including Pepsi, VW, Expedia, GM/Chrysler/Fiat, Jaguar, LensCrafters Delta Faucet & Subaru.
- **Transformed Ovation into a digital-first multiplatform brand:** attracting Millennial/Gen-Z consumers by championing new digital and social media content.
- **Spearheaded top-down visual refresh of the network in 2018**, leading agency and in-house efforts to develop a distinctive and sophisticated style.

CAREER OVERVIEW



Seasoned marketing executive with 15+ years of progressive experience in world-class media and technology companies.

Broad expertise across multiple business sectors including entertainment, technology, music, sports and esports.

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DIRECTOR, CREATIVE SERVICES

Ovation Media Networks (2013 – 2016)

Led in-house team of 15+ creative and administrative staff. Developed and executed creative strategy and content production across on-air promos & graphics, digital & social media, ad sales, and brand integrations. Served as the networks' creative director.

KEY ACCOMPLISHMENTS:

- Refreshed Ovation's brand image by leading the networks' 2013 refresh: creating attention-grabbing on-air graphics.
- Won a PromaxBDA award for an outstanding and innovative ad sales upfront reel.
- Oversaw creative execution on 500+ promos and dozens of network sizzles, sales reels and TCA presentations.
- Built and led a world-class team of creatives who overhauled the network brand voice to a more engaging 21st century style.
- Increased brand awareness and YoY viewership by leading the successful launch campaigns for many original series, including *The Artful Detective*, *Miss Fisher's Murder Mysteries*, *A Young Doctors' Notebook*, and *The Fashion Fund*.

MANAGER, POST PRODUCTION CREATIVE SERVICES

Walt Disney Television (Disney – ABC Cable Networks Group) (2010 – 2013)

Directed production of multiplatform marketing content for the extensive portfolio of Disney-owned media assets: Disney Channel, Disney Junior, Disney XD, ABC Family, SOAPnet, Radio Disney & ABC Studios.

KEY ACCOMPLISHMENTS:

- Led a team of 10+ creatives and administrative staff: Broadcast Design, Editorial, Post Scheduling, and Partner / Duplication Services.
- Project Managed a wide variety of creative marketing projects: on-air promos, social/digital media content, and international mastering.
- Streamlined internal operations by aligning all departments across Xytech Enterprise, creating more efficient shared practices.
- Spearheaded cross-training of editors in emerging areas of file-based production such as time-tailoring, file-based closed-captioning fixes, domestic master creation, flash-pattern analysis (PSE) and dual-language mastering.

EARLY CAREER

SUPERVISOR, POST PRODUCTION CREATIVE SERVICES

Walt Disney Television (Disney – ABC Cable Networks Group)

Managed staff of Broadcast Designers and Post Production Schedulers for Disney/ABC TV's in-house post production facility. Directed branding / graphics packaging projects for On-Air Promos for Disney CNG. Implemented new pipeline workflows and procedures.

COORDINATOR, POST PRODUCTION CREATIVE SERVICES

Walt Disney Television (Disney – ABC Cable Networks Group)

Scheduled editorial & graphics resources (FCP, Avid, Adobe, ProTools, Autodesk) for post-production facility at Disney/ABC CNG. Project-managed branding / graphics packaging projects for On-Air Promo, Broadcast Mastering, & Radio Disney.

SPECIAL PROJECTS AND EVENTS

Directors Guild of America

Researched and planned DGA special events: DGA awards, OutFest Film Festival, screenings and lectures. Produced director interviews.

FEATURE FILM DEVELOPMENT

Universal Pictures

Wrote script coverage & story notes, attended creative pitch meetings and conducted research for UPEP – an initiative to remake Universal's old catalogue titles. Executive Assistant duties: heavy phones & executive calendars.

EDUCATION

UNIVERSITY OF CALIFORNIA, LOS ANGELES

Bachelor of Arts, Communication Studies

Graduated cum laude. Minor in English, Creative Writing.

ART CENTER COLLEGE OF DESIGN

Bachelor of Arts, Film Production

Graduated summa cum laude.