

CRAIG HIBBARD

online portfolio: www.craighibbard.com

Senior digital program leader with 10 years experience creating interactive solutions at the intersection of entertainment and advertising. Many high-profile brands including CBS, Discovery, NICKELODEON, Survivor, The Amazing Race, Star Trek, The Emmy Awards, The Grammy Awards, Pretty Little Liars, and The Late Show with David Letterman.

PROFESSIONAL EXPERIENCE

DISNEY/ABC TELEVISION GROUP - Burbank, CA (2012 - 2013)

Senior Producer

Head of digital marketing and sales production at Disney ABC Television Group (ABC Family). Developed and built successful social and video solutions for top female millennial properties Pretty Little Liars and Switched at Birth. Introduced and transitioned production team to mobile web and responsive design. Increased video conversion to 98% and social engagement by 5x. Streamlined efficiencies to double revenue and production output in first year.

DISCOVERY - Los Angeles, CA (2011 - 2012)

Director, Product - MyDiscovery (consulting contractor)

Led team for new innovation group within Discovery Communications. Our first product, the ULTIMATE SHARKS iPad App, was awarded Apple's prestigious "App of the Week" - July 2011. Ran competitive research, focus groups, primary consumer UX/design testing, pricing strategy, product backlog, and QA. Managed vendors. Co-head of design and positioning.

CBS INTERACTIVE - Los Angeles, CA and New York, NY (1999 to 2010)

Director, Product Marketing/Integrated Sales Production

Entertainment & Lifestyle (2006 – 2010)

Led team responsible for conceiving and developing scalable and sustainable entertainment products, online events, and innovative marketing/sponsorship opportunities to support \$55 million annual advertising portfolio. Surpassed fiscal goals each year as director.

- Developed cross-site and cross-property event/editorial calendar and product roadmap to sustain revenue in and out of the traditional Network television season
- Principal creative contact with Network Branded Entertainment Group to represent digital production, technology, legal, marketing and promotion.
- Oversaw creation of product positioning and branding for all properties. Redefined CBSi Entertainment as a premium destination for marketers and raised overall CPMs
- Key sites: CBS.com, TV.com, CHOW.com, TheInsider.com, and StarTrek.com
- Key properties: Survivor, Amazing Race, Big Brother, Grammys, Daytime & Primetime Emmys, CBS Daytime, Late Show with David Letterman, and The Good Wife

- Clients include: Sprint, GM, Ford, Travelocity, McDonalds, AT&T, Intel, and P&G

Executive Producer – UPN.com (2005 – 2006)

Led creative and strategic development of online initiatives for UPN. Increased traffic/engagement by 25% and advertising revenue by 60%.

- Created editorial calendar, product roadmap, wireframes, creative brief, mood boards, PRD, MRD, and SOW to facilitate product development
- Key properties: America's Next Top Model and Veronica Mars

Director, Production – CBS.com (1999 – 2005)

Brought onboard to launch CBS.com as an entertainment only destination (previously part of the News division). Also launched Survivor, Big Brother and Amazing Race properties.

- Key liaison for Network show runners, producers, legal, marketing, sales and publicity
- Management of strategy, priorities, goals, and scope of work for all projects
- Managed staff of 35 (designers, developers, project managers, video, editorial, community support, and quality assurance)

SAATCHI & SAATCHI (Darwin Digital) - New York, NY - (1998 to 1999)

Senior Production Manager

Production lead for interactive agency's largest account (P&G). Brand launch team for Tide HE and Swiffer.

NICKELODEON - New York, NY - (1995 to 1998)

Senior Producer/Associate Art Director - NICK Online

Founding member of NICK Online. Managing creative, visual, and UX producer for Nick.com, Nick on AOL, Nick Digital Toys, and RugratsMovie.com

PROFESSIONAL SKILLS AND TRAINING

Certified Scrum Product Owner. Fluent in Photoshop, Illustrator, Flash, Keynote, PowerPoint, Excel, Project, JS, CSS, Omniture, Jira, After Effects, and digital video editing.

FORMAL EDUCATION

Bachelor of Science – LS: Television and Film, Computer Science, Music Theory
University of Central Florida, Orlando FL