

Elizabeth Brooks 310 922 0986 e@elizabethbrooks.net

EXECUTIVE EXPERIENCE

Senior Vice President, Content & Marketing, Live Nation Entertainment, Los Angeles, CA January 2013-present

Senior marketing, content, and digital executive at the world's largest live entertainment company. Head of marketing/growth for internal content agency; drove double and triple digit 2013 & 2014 YoY increases in traffic, pageviews, video views, engagement, search, and other key metrics. Created digital media, social, and content strategies/campaigns for LNE and global brand sponsors. Creative direction and product leadership on multiple digital products (mobile, web, experiential, etc.) including LNE corporate website. Run strategic partnerships, including the Live Nation/Yahoo! Initiative, livestreaming a concert every night for 365 nights.

Chief Marketing Officer, Buzzmedia/SpinMedia, Los Angeles, CA December 2011-August 2012

CMO for top 40 comScore web property and its mobile and digital extensions, encompassing over 30 lifestyle and music brands. Redesigned corporate website and brand identity and launched PR initiative. Created major brand client relationships, including Clear Channel partnership; directed all sponsorship and production of company's branded SXSW 2012 event presence, PureVolume House.

Consulting Head of Digital Marketing, EMI Music NA, Los Angeles, CA July 2010-November 2011

Project-specific temporary engagement leading digital (mobile, online, and other) marketing strategy and creative for EMI's priority brands, including The Beatles and Pink Floyd. Launched Pink Floyd interactive, social concert and film on YouTube. Conceived and directed development of *Dark Side of the Moon* iPad app.

Managing Partner, str.ate.gy, inc., Los Angeles, CA July 2008-present

Cofounder and managing partner of brand/marketing consultancy with tech, fashion, lifestyle, and gaming foci. Clients included Electronic Arts, HBO, HauteLook (Nordstrom), and EMI (see above).

Chief Marketing Officer, RealD, Inc., Beverly Hills, CA September 2007-July 2008

Marketing and brand chief for the global leader in 3D. Launched consumer brand. Led media relations, media buying and creative, online and experiential marketing, studio relations, and B2B strategy. Campaigns in thousands of theaters worldwide. Successful co-marketing/brand partnerships with WB Pictures and DreamWorks Animation. Company named to Fast Company "Fast 50" in March 2008.

Interim Executive Vice President, Marketing, WeFi, Inc., San Jose, CA October 2006-July 2007

Consulting engagement as head of marketing and product prior to company relocation to Israel. Executed a full company rebrand and managed software development teams in San Jose and Tel Aviv.

Executive Vice President, Marketing, GoTV Networks, Inc., Sherman Oaks, CA Jan. 2005-Oct. 2006

Senior management executive at very early mobile video provider, responsible for brand strategy, online and offline B2B, B2C, and field marketing; and brand partnerships (including P&G and Nintendo). Company named *Fortune* "Breakout Company of the Year" in mobile.

Senior Vice President, Business Development, Buy.com, Santa Monica, CA July 2003-January 2005

Senior executive at Buy.com's digital music store and applications companies, responsible for branding, online merchandising, media strategy, brand extension, content acquisition/licensing, business development, and ecommerce experience. Created industry-wide digital entertainment standards.

Vice President, Creative, BMG Music Publishing, Beverly Hills, CA February 2001-February 2003

Head of North American creative operations for world's fourth largest music publisher, overseeing A&R, new talent acquisition, talent development, and asset development. Initiated and closed > \$8M in talent deals; grew income from labels, film/TV, and advertising by over 30%.

Vice President, Marketing, Napster, Inc., Redwood City, CA November 1999-October 2000

Senior executive in founding management team, leading marketing, PR, product, business development, and brand strategy for the fastest-growing Internet application in history. Successfully managed one of the top five brands on the Internet from a user base of 1M to 50M worldwide: the world's largest online community. Managed media relations for the Internet's most publicized technology, maintaining positive brand image. Developed legal and commercial versions of the application on multiple platforms.

Senior Director, A&R, Sony Music Entertainment, Ltd., Santa Monica, CA April 1995-May 1999

Talent development executive at Sony's WORK Group label. Projects included Fiona Apple, Jamiroquai, Moby, and two multiplatinum soundtracks.

A&R, Virgin Records America, Inc., New York, NY February 1993-April 1995

Talent development lead/product and marketing manager on all projects signed to Virgin Records' Vernon Yard imprint. Projects included The Verve, David Gray, and Low.

Intern/Intl. Product Manager, PolyGram/Universal Music, London, UK January 1990-January 1993

Educated at Simon's Rock – the Early College (the early admissions branch of Bard College); and at Emerson College. **Bachelor of Science in Mass Communication.**

Chosen as one of *Billboard's* 100 Twitter Accounts to Follow and Twitter 140.

Awarded WIRED Magazine award for Best Guerrilla Marketing.

Other Things: Traveled in over 44 countries; four terabytes of digital music at home; dive, climb things, swim, surf; passionate about global economic and environmental change, music, contemporary and classic photography, street art, architecture, and design.

<http://www.linkedin.com/in/elizabethb>