**SKILLS**

* Two decades of senior-level strategy work in developing and driving publicity campaigns and strategy in the areas of digital media, feature films, television, social media, promotions and brand building resulting in increased revenues, happy clients and an engaged and satisfied consumer/fanbase.
* High-level contacts and relationships within all areas of film and TV arena including press, studio marketing and publicity teams, film festivals and field publicity as well as theater chain owners and operators.
* Excellent communication skills, both written and verbal, to all levels of an organization (C-Suite, board members, management) including outside vendors and skilled at building strong relationships to collaborate with stakeholders across multiple lines of business and departments. Seasoned interpersonal skills and a strong ability to manage teams and lead by influence and example.
* Vibrant and creative campaign ideation leader with an exceptional eye for newness and the ability to create, develop and execute with a strong vision, a high degree of specificity while adhering to budgetary limitations.
* Deep understanding of consumer behavior, box office analysis, forecasts, projections and performance analytics and interpretation of media and entertainment and the digital space as a whole and a passionate movie watcher.
* Bilingual in French – fluent in both writing and speaking, with a negligible, non-US accent

**WORK EXPERIENCE**

**City PR, Inc. 03/20 – Present**

***Principal – Burbank, CA***

* Creating and executing the strategy and campaigns for all client work for City PR, Inc., a boutique publicity and marketing agency I founded in 2008. Current clients include “The Tattooed Torah,” an Oscar® qualifying, , animated short film narrated by Ed Asner. Other recent clients include the Method Fest Independent Film Festival, 2020, BEAUTIFUL DREAMER, a feature film whose director won the Best Director prize at the 2020 Method Fest, five films at the Santa Barbara Film Festival, plus work at the Miami Children’s Film Festival, Nashville Film Festival, Gig Harbor, LA Jewish Film Festival, HollyShorts, LA Film Festival and others.
* Secured local print, TV, radio, regional and trade press for festivals, films, virtual Q&As and screenings.

**Allied Global Marketing**

***Director, National Publicity* – Hollywood, CA 03/2019 – 03/2020**

* Led a team of 3 publicists in creating and executing compelling and engaging high-profile campaigns for film, TV, entertainment brands and talent. Campaigns included traditional publicity strategy as well as digital, paid and earned media, TV, social media, screenings, premieres, event sponsorship and talent relations.
* Planned and executed promotional and word-of-mouth screenings and events at Studio Movie Grill Glendale securing the participation of: Veterans in Film, KTTV, PGA, LA Film School, film and TV production houses, print and TV press, influencers, food and film bloggers and movie critics
* Select list of clients represented include: Screenvision, Elf on a Shelf (DVD release + screenings, Forrest Films (world premiere of *Bennett’s War* and Indianapolis press tour), Studio Movie Grill (Glendale grand opening), John Travolta (screening series for *The Fanatic*), Golden Screen Awards, Fatal Funnel Films (festival work for *Range Runners), Outlaw* (independent LGBTQRussian film at SBIFF*, Overland (*doc at SBIFF*), The Marijuana Conspiracy* (feature film at SBIFF)and many more.
* Work included film festivals and events in Canada, Cannes, Indianapolis, Los Angeles, Nashville, NYC, Orlando, and Seattle.

**City PR, Inc. 06/2012 – 02/2019**

***Principal – Los Angeles, CA***

# Led strategic online content, marketing, publicity, sales, sponsorships, and social media campaigns for film, TV, VR, DVD and film festival clients. This included creating long and short-term editorial calendars, organizing staff and writing copy.

# Clients included: **LEK Consulting, BabyLeague, Digital Kitchen, Queen Latifah, Sony Pictures, The Prenner Group, Jolson Creative PR, Socialtyze and Windows Media.**

# Increased channel visibility and social media engagement rates using targeted marketing, publicity and strategic content improvements resulting in dramatic increases in all social media metrics (likes, follows, subs, engagement).

# **Joost.com**  **02/2010 – 05/2012**

# ***Director, Content Acquisitions & Partnerships – Santa Monica, CA***

* Defined and executed long-term site growth strategy for a well-established brand after acquisition.
* Defined and executed editorial, programming and marketing plans for long-term growth strategy resulting in rapid growth beating expectations by 150%.
* Led strategic partnerships, executed content acquisitions and solidified distribution deals with brands as: HBO, MTV, VH1, Endemol, Paramount, Disney, TV Guide, Clorox, Paul Oakenfold and others.

**City PR, Inc. 2004 ­– 2010**

***Principal – Los Angeles, CA***

# Led the programming, marketing and publicity efforts for several well-funded start-ups including: MovieSet.com, ReelzChannel.com and others.

# Establiehed new methods of box office analysis and reporting. Implemented finding into new site redesign for reporting and movie box ofcice display.

# Negotiated and closed distribution deals with sites including Roku, YouTube and iTunes.

# Led Reelz Channel TV to become #3 Entertainment channel on YouTube within first 6 months of launch

# Established string, industry-wide relatioships at all levels of marketing, advertising, technology and media.

# **DreamWorks/ CountingDown.com**  **1998 – 2004**

# ***Co-Founder/ Head of Programming, Publicity, Marketing – Glendale, CA***

# Founded and managed day-to-day content, publicity and marketing efforts of CountingDown.com, a fan-driven, pioneering movie web site acquired by Dreamworks and Imagine Entertainment. Led a team of 15 based at DreamWorks Animation Studios in Glendale with additional team members and volunteers working worldwide.

# Established and led the efforts to secure strong relationships with all major studios, PR firms, directors and producers to create secure and systematic funnels of content for all films in production from small indies to large studio projects.

# Assisted with the design and the overall look of the site from a content and ad need perspective. Was the first site to incorpoate Boxoffice Mojo as the official box office feed giving them broader visibility and a huge boost in their readership. Box Office Mojo was acquired by IMDB/ Amazon.com.

# Brokered and established innovative cost-per-click relationships with eBay, SideShow Toys, Netflix and others.. At the height of its popularity, CountingDown.com was consistently 1 of the top 5 sites to refer traffic to eBay.

# Wrote the business plan for CountingDown.com and led the acquisition of the site by Dreamworks, Imagine Entertainment and Vulcan Ventures (Paul Allen’s Investment Fund) closing the deal at a record $21 Million dollars in April 2000, moments before the bubble burst in the first dot com era.

# **Hollywood Stock Exchange (HSX.com)**  **1996 – 1998**

# ***Content Manager and Site Producer – Los Angeles, CA***

# Managed the day-to-day and content of the groundbreaking online game where Hollywood & Wall Street met.

# Helped design and implement key parts of the the movie-based online game working alongside the founder.

# Established log-standing relations with all studio marketing and publicity departments to secure content and access.

**EDUCATION**

**University of Southern California ­**– Los Angeles, CA

Dual Bachelor’s Degrees in International Relations and French ­

**Université de Paris IV** (La Sorbonne) – Paris, France

Certificate in French Language Studies

**PUBLICATIONS**

* Nicotext Publishing - [Nine book titles](https://www.amazon.com/Elvis-Presley-Quotes-Trivia-Heroes/dp/9185449245/ref%3Dsr_1_15?s=books&ie=UTF8&qid=1531456563&sr=1-5&keywords=nicotext) published. A series of books about the most famous people in the world.
* Various articles and interviews with talent, producers, directors and business leaders. (See LINK below for samples.)

**AWARDS**

**Cool Site of the Year** - Movies Category - CountingDown.com - 1999

**Best Video Portal** - Joost.com - International Academy of Web TV - Nomination (IAWTV) - 2011

**SPEAKING ENGAGEMENTS** **SOFTWARE**

Comic-Con San Diego, California 2004 Microsoft Office (PowerPoint, Word, Excel)

Digital Hollywood New York 2003 Final Draft

Ad Tech Chicago, Illinois 1998 Google AdWords, Docs and Analytics,

MIP Cannes, France 1998 Jira Sprout

**GROUP AFFILIATIONS** Hootsuite

Producers Guild of America (PGA) (2003) Drupal

Academy of Television Arts & Sciences (2004) Word Press

 Photoshop

**HARDWARE**

Mac and PC **SELECT WORK SAMPLES:**

Digital SLR (Additional available on request)

Video Camera <http://bit.ly/NakovVideos>

 <http://bit.ly/Nakov_Samples>