

# ELISSA HARMAN



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## CREATIVE MARKETING & ADVERTISING EXECUTIVE

Award-winning, strategic and dynamic senior leader with a proven track record of creating innovative marketing experiences that drive tune-in, engagement and purchase across all platforms. Diverse background allows the marrying of media and storytelling to create meaningful programs that help connect consumers to brands while guaranteeing the best business results.

## EXPERIENCE

### **The NBCU Content Studio, NBCUniversal, Head of Content Development..... 2016—Present**

- Co-Founder of The Content Studio; a multi-million dollar division dedicated to creating original performance-driven content across all genres, formats and platforms for brands.
- Lead insight, strategy, ideation, pitch and production on all original series, ensuring ideas are executed flawlessly and optimized for top creative performance on and off the NBCU distribution ecosystem.
- Monitor the industry and trends in culture to develop custom content offerings that empower the Sales team to generate new conversations with brands and agency partners to inspire new ways of thinking.
- Oversee exclusive comedy partnership with Broadway Video while simultaneously tapping into NBCU and third-party production resources to create award-winning and result oriented campaigns for Fortune 500 brands.
- Educate the marketplace around the capability to showcase the effectiveness in creating brand-led narratives.

### **LiquidThread (Starcom Mediavest Group), SVP, Executive Creative Director, Content.....2013—2016**

- Ran content creation across SMG portfolio, pulling data-driven insights to develop integrated and innovative marketing campaigns for brands.
- Liaised with SMG's Planning and Investment teams to leverage overall media spends to create and execute 360° branded content programs across all screens. Clients included: Microsoft, Coca-Cola & Samsung.

### **Flaming Flower Productions, Head of East Coast New Business Development & Design.... 2012—2013**

- Launched the NYC location, offering clients expertise in branding, digital strategy, content development, partnerships, social engagement, audience growth and experiential/event activation. Clients included: Oxygen Media, Newswhistle.com, Archetype Showroom and Ari Emmanuel: Oscar Event.

### **Oxygen, NBCUniversal, Vice President, Consumer Marketing..... 2010—2012**

- Led the development of marketing strategy and media planning for all consumer marketing communications, resulting in increased viewership and overall engagement with the brand.
- Oversaw licensing, partnerships and merchandising initiatives – acting as the point of contact for creative business initiatives and ultimately revenue producing deals that contributed to the growth of Oxygen's strategic goals and financial growth targets.

### **Comedy Central, Director, Consumer Marketing.....2008—2010**

- Oversaw media planning (traditional, digital and non-traditional) and execution for all consumer marketing campaigns.
- Developed all non-traditional marketing efforts which included: street team/stunt marketing, viral marketing, blogger screenings, event/festival sponsorships (included: Comic Cons across the country, SXSW, and the creation of the live stand-up event, "Comedy Central LIVE @ \_\_\_\_" in partnership with the Talent team).

### **Alloy Media + Marketing, Senior Director, Entertainment.....2007—2008**

- Ran the East Coast Entertainment Department, responsible for developing and implementing strategic/integrated consumer-based marketing plans for broadcast/cable networks, film studios, advertising and out-of-home agencies such as ABC, MTV, and HBO.

### **Lifetime Television, Coordinator to Manager, Consumer Marketing.....2002—2007**

- Day to day consisted of authoring creative briefs for all key programming and marketing initiatives while managing the development and execution of all media and promotional marketing plans.
- Implemented new digital buying guidelines and strategies while spearheading, developing and executing all guerilla marketing efforts.

### **HBO, Assistant to Coordinator, Original Programming.....1999—2002**

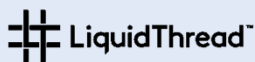
- Researched and brainstormed proper 'tween and family forums to target for channel marketing while developing, researching and compiling data for storylines, talent and show formats for HBO Family.

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## CAREER HIGHLIGHTS & CREDITS



- **Sabra, Original Series, #GuacGoals:** Drove 17% sales growth over 4 consecutive weeks through a geo-targeted campaign. Placed in the 95th Percentile for purchase intent, brand attitude and likeability in custom research study.
- **Cricket Wireless, Original Series, Money Mysteries:** Recent award-winner for Best Branded Web Series, 52% increase in brand consideration and 2x more likely in seeking out information about Cricket Wireless upon viewing per 3rd party data.
- **Yoplait, Original Series, Moms Undercover:** Award-winning campaign for Best Use of a Digital Influencer in a Branded Web Series, exceeded 2.6MM organic views in three days, performed 100% above benchmark for social engagement.



- **Coca-Cola:** Oversaw the implementation of the branded content practice across all of Coca-Cola's divisions: Sparkling, Water, Teas and Sports Drinks
- **Coca-Cola, Share A Coke:** Launched SAC content across social and trended organically within 10 minutes, generating ~243K engagements across Instagram and Twitter in less than 24 hours.
- **Sprite, Obey Your Thirst:** Re-established Sprite's role in hip hop culture by opening and programming The Sprite Corner in NYC, creating 24 live events and over 100 pieces of custom content.
- **Microsoft, Grammys:** Led collaboration across four partners to develop a content strategy resulting in over 47 pieces of on-air, online, and social content. Created never-been-done in-show integrations into the Grammy's live show driving social conversation. Program delivered MSFT's best engagement results of any campaign to date (at the time).



- **Best Ink:** Launched Oxygen's highest rated competition series and first-ever TV partnership for Tattoo Magazine.
- **Bad Girls Club:** Created and launched the first BGC soundtrack on iTunes, produced IDW comic book series, created and designed the first-ever nail art line with Minx and created/produced first-ever on-air/digital stunt: BGC Madness.
- **The Glee Project:** Produced the Casting Tour, Launch & Emmy Campaign.



- **South Park s14:** Highest rated South Park premiere since 1999.
- **Important Things with Demetri Martin:** Highest rated launch of a new series since 1999.
- **Krod Mandoon and The Flaming Sword of Fire:** First-ever network partnership with Marvel.
- **Premiere of Tosh.0 & Tosh.0 s2:** Created new models of digital marketing to promote tune-in.
- **The Jeff Dunham Show:** At the time, highest rated show premiere in history.



- **Harold and the Purple Crayon & I SPY:** Development Assistant & Production Coordinator
- **Goodnight Moon & Other Sleepytime Tales:** Production Assistant
- **'Twas the Night (Emmy-Award Winning Documentary):** Production Assistant and Researcher
- **Through a Child's Eyes:** September 11, 2001: Production Assistant & Music Researcher
- **The Deadwood Mysteries, Interactive Web Series:** Writer/Editor

## AWARDS & EDUCATION



Two time Synopsis Model D, CTAM Mark Award, President's Club Award (top Saleswoman of the year), KODAK Young Leadership Award, One Award



Syracuse University, 1999  
College of Visual and Performing Arts,  
Speech Communication, Bachelor of Science

REFERENCES, WRITING & VIDEO SAMPLES AVAILABLE UPON REQUEST