

Carl Levine

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Dynamic **Digital Media Executive** with expertise as client liaison managing complex production projects, executing strategic business alliances, mergers, acquisitions and new business. Over 20 years of experience managing top-tier client accounts and project teams with extensive background in video technology business solutions, creating proposals, negotiating contracts and presenting to top executives.

HIGHLIGHTS

- **Creative Bubble, LLC Launch, Growth and Sale**

Member of executive management team that founded and increased Creative Bubble's revenue from \$2 million to \$9 million (with 24% EBITDA) in five years. Responsible for original business plan, implementation of employee-buy-back from iXL and creation of Interactive Division. Also supervised wrote and/or edited all PR including press, website and Confidential Business Review (CBR) from Creative Bubble's launch in 2001 through sale to Definition 6 in 2009. Well versed in working with top-tier clients, press, media companies, PR firms, online video, social media, investment bankers, investors and purchasers

- **Verizon's Video and VZTV Divisions**

As Creative Bubble Executive producer, supervised technical webcasting support for Verizon's VZTV department. Creative Bubble's technical and creative teams worked with VZTV's staff to produce live webcasts for the CEO, CFO, division heads and new product introductions. As a consultant, identified trends and recommended digital video technology strategies as consultant to Verizon. Wrote two white papers to assist VZTV select an enterprise platform for all internal webcasts. Recommendations helped VZTV grow from a department that originally produced one Quarterly Chairman's Webcast to 600+ webcasts and video projects annually.

- **NIH Live and On Demand Caribbean AIDs Conference**

iXL's Executive producer who closed the deal and served as liaison with the client, internal and external technical staff and legal departments for NIH AIDs Caribbean live/on-demand webcast project. Project included production of early live webcasting of approximately 100 presentations during a 3 day conference, on 5 Caribbean islands. The project generated over \$4,000,000 in revenue for iXL

- **Municipal Credit Union (MCU) Cisco CDN Solution**

Executive Producer for Creative Bubble, client liaison to MCU CTO and engineering team for Cisco, to provide internal video solution using Cisco's Sightpath CDN. Generated approximately \$175,000 for initial development and an annual contract of \$200,000 renewed for 8 consecutive years for MCU internal CDN, kiosk project generating \$750,000 over five years and wide range of ad hoc video production projects generating \$250,000+ revenue.

- **Sanofi Aventis Digital Video Sales Support**

Creative Bubble's Consultative Sales Person and Executive producer who closed approximately \$5,000,000+ of business (with 45% profit margin) to Sanofi Aventis from 2004 to 2008. Interactive Department provided digital solutions for various Sanofi Aventis sales teams, in particular the Oncology Department. Projects included the development of a YouTube style internal sales training network and digital video support for sales meetings.

- **Sightpath CDN Resulting in \$800 Million Sale to Cisco**

iXL Executive Producer responsible for creating strategy, closing sale and client liaison with Sightpath, a New England based technology company. Managed iXL teams in three cities. Multiple projects with Sightpath generated \$500,000+ revenue for iXL in one year period and resulted in sale of Sightpath to Cisco for \$800M.

- **Video Industry Executive/Consultant**

Provided sales, marketing, business and management strategies to transform a declining video duplication facility into a thriving digital hub. Repositioned the company to provide editorial, audio and digital media distribution services for broadcast and Internet television

- **Video Solutions Writer**

Writer of 200+ corporate video solutions articles for trade magazines including Video Systems and VideoPro. As Editor of Corporate Television Magazine worked with sales team closing deals with advertisers including equipment manufacturers, digital video software developers and production companies. Magazine became leading corporate television magazines endorsed by the International Television Association.

- **Unitel, Inc. - Manager Corporate Television Services Division**
Created Corporate Television Services division for Unitel Video, the country's largest public teleproduction facility
Client liaison and sales person for long term contracts to Fortune 500 corporations including:
 - Dow Jones – Weekly production of Wall Street Journal Report (\$1,000,000/year for 5 years)
 - Reuters - TV 2000 (\$2,000,000 contract)
 - IBM - Field Training Network (\$2,000,000/year for 4 years)
 - Citibank – Post Production – (\$250,000/year for 5 years)
 - TIAA-CREF – Production/Post Production (\$200,000 year for 4 years)
- **Cablevision – Optima Online Games, Video on Demand, New York Knicks, Trade Show Presentations**
Client liaison for wide range of video and digital technology projects including: initial games for Optima Online Cable, creation of graphics for original Video on Demand Services, interactive sales support for trade shows targeting MSOs and video production for the New York Knicks.
- **Macromedia New York Sales Office**
Negotiated sublet rental agreement to provide Macromedia a New York Sales Office at Creative Bubble. In addition to rent Creative Bubble receivable favorable licenses, technical support and business referrals from Macromedia and Adobe (after the company's sale).

PROFESSIONAL EXPERIENCE

EVP Digital Media/Consultant: IDC (International Digital Centre), New York, NY **2012 – 2014**

Digital Hub for Multi-format Video Post-Production and Distribution providing 24/7 global distribution of media content & digital asset management for leading cable networks and digital content providers.

Managing Partner: Avalanche Digital, New York, NY **2011 - 2012**

Provides performance based digital campaign management solutions to direct response marketers

EVP Digital Media/Principal: Creative Bubble, New York, NY **2001 - 2010**

A multifaceted interactive and video production digital studio for cable and broadcast clients

Executive Producer: iXL, Inc. New York, NY **1998 - 2001**

NASDAQ global Internet Solutions Company with market cap value over one billion dollars

Vice President Sales & Marketing: RVI/Rutt Video Interactive, New York, NY **1996 - 1998**

Vice President Sales & Marketing: The Image Group, New York, NY **1995 - 1996**

Director of Corporate Services: Unitel Video, New York, NY **1987 - 1995**

Consultant, Writer, Speaker and Educator

- Consultant - Fortune 500 Companies including New York Telephone, Bell Atlantic, Verizon
- Contributing Editor - *Video Systems Magazine*: Intertec Publishing - monthly "Solutions" column
- Editor - *Corporate Television Magazine*: Media Horizons
- Editor/Feature Writer – *VideoPro Magazine* and NAB trade show special editions: Viare Publishing
- *Freelance Writer* - Videography, Back Stage/Shoot, Studio Sound, E&ITV, NJ Business Journal
- Author - The Student Journalist: Producing Radio and Television Programs, Richards Rosen Press
- Speaker
 - International Television Association (ITVA) National Conferences
 - Video Expo New York/Orlando
 - School of Visual Arts, New York, - Guest lecturer
 - NYU Clive Davis Department of Recorded Music – Advisory panel and Capstone Reviewer

EDUCATIONAL BACKGROUND

Queens College of the City University of New York, Masters of Science Secondary Education

Queens College of the City University of New York, Bachelor of Arts