

# TED REYES

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## PROFILE

Dedicated media professional with 10 years experience in digital video content production, program scheduling for streaming platforms, content partnerships, editorial curation, social media content production management, and content marketing.

## EXPERIENCE

### **VIACOMCBS NEW YORK – 2011-2021**

#### PRODUCTION DIRECTOR, STREAMING PLATFORMS - 2018-2021

- Promoted in March 2018 to oversee all ViacomCBS Adult Brands
- Lead three production teams: site and app programming, video-audio production, and events/ integrated marketing production for all ViacomCBS streaming adult brands such as: MTV, Comedy Central, Paramount Network, Paramount+, BET, BET +, VH1, CMT, TV Land, and Logo TV.
- Partnered with brand stakeholders in executing the best content production and programming strategies for series, events, specials, and digital originals.
- Partnered with third party content providers to ensure timely delivery and programming of assets on all streaming services.
- Oversaw content production for ViacomCBS On-The-Ground events such as VIDCON US, VIDCON Sao Paulo, VIDCON Mexico, VIDCON Abu Dhabi, VIDCON Asia, Snowglobe, and BET Experience.
- Worked closely with ViacomCBS research teams to develop programming strategies across all owned and operated streaming platforms and third party services.
- Worked constantly with ViacomCBS integrated and consumer marketing teams in promoting content on all streaming platforms.
- Designed and implemented workflows with internal and external stakeholders to simplify streaming operations.

## MILESTONES

- Increased Paramount+ subscriptions by 20% by implementing upsell strategies on ViacomCBS AVOD platforms such as: end screen modals, pre-roll campaigns, content marketing, and site promos.
- Created and implemented a system with brand stakeholders that cut the processing time by more than 50%.

#### DIRECTOR, STREAMING APPS & CONNECTED DEVICES, MTV and VH1 – 2017-2018

- Promoted to Director from Senior Producer in 2017
- Lead a team of producers in the development, production, and programming of content for web/mobile platforms and other OTT partner platforms such as Apple TV, Amazon Fire TV, Roku, Xbox One, Xfinity 1, Verizon 360 and more.

- Worked closely with the Viacom Global Entertainment Group product and tech teams in the development of MTV and VH1 apps on mobile and connected devices.

#### MILESTONES

- Increased the stream numbers on all platforms by 200% by refocusing strategy on long form content and repackaging short form content into collections across the board.
- Increased app downloads by 150% through effective programming strategies and innovative marketing campaigns.

#### SENIOR PRODUCER, MULTI-PLATFORM, VH1 – 2015-2017

- Promoted to Senior Producer from Producer in 2015
- Lead a team of video content producers in creating compelling videos for VH1 owned and operated platforms and Social media platforms such as Facebook, Instagram, Snapchat, Tumblr.
- Spearheaded the development of digital platforms, especially VH1 apps on mobile and connected devices such as Roku, Apple TV, Amazon Fire TV, Chromecast, and Xbox one.
- Implemented multi-platform content strategies across all VH1 apps and sites with a firm understanding of streaming metrics via Omniture, Chartbeat, and Nielsen ratings.

#### MILESTONES

- Grew the Facebook Love and Hip Hop page to 1 Million likes with compelling content that drive engagement and strategic marketing campaigns. The LHH page was the first VH1 page to reach the milestone.
- Successfully launched the VH1 AVOD app on all major platforms.

#### PRODUCER, VH1 – 2011-2015

- Produced digital video content for VH1.com and VH1 apps.
- Wrote and produced editorial pieces and videos to support VH1 original shows.
- Managed the Facebook, Twitter, Instagram and YouTube accounts of the network's biggest shows such as the Love and Hip Hop franchise, Basketball Wives, Mob Wives, and more.

#### EDUCATION

Baruch College, New York – Post Graduate Studies

University of Santo Tomas, Manila – Bachelor of Arts

#### SKILLS

Leadership and people management, content strategy, business partnerships, digital marketing, content curation, editorial, vide/audio production and post production, product development, research and data management, social media content production and management, content

marketing, productivity and production software. Expert in Avid, Final Cut Pro, Protools, Logic, Microsoft Office, Omniture, JIRA, cloud encoding, captioning.