

Jamie Ideue Lesser

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SUMMARY

Creative, collaborative, solution-oriented marketing professional with over a decade of experience in the media and entertainment industry developing and executing high-impact campaigns and events that drive revenue, brand awareness and value.

SKILLS & EXPERTISE

Brand Marketing | Sponsorships & Special Events | Partnerships | B2B and B2C Marketing | Media Planning
Project Management | Budget Planning | Ad Sales Programs | Content Marketing | Social Media Marketing

EXPERIENCE

Discovery, Inc., New York, NY

Director of Marketing Partnerships, Food Network & Cooking Channel January 2013 – July 2018

- Developed and executed omni-channel marketing campaigns in partnership with ad sales clients like Beringer, Fisher Nuts, Kraft-Heinz, Lipton, Mastercard, Sargento and Volkswagon to secure millions in ad revenue and promote brand priorities.
- Conceived, pitched and implemented multiplatform marketing campaigns in partnership with content distribution clients such as Amazon, AT&T/Directv, Comcast, Netflix, TWC/Spectrum & Verizon.
 - Built a year-long customer retention campaign for DISH featuring Alton Brown and *Cutthroat Kitchen* securing \$15MM in media.
 - Partnered with Time Warner Cable (Spectrum) to feature priority series *Beat Bobby Flay* in a customer acquisition spot garnering \$2MM in media.
- Established strategy and oversaw execution for all sponsorships and experiential marketing efforts including event promotion via digital/social/tv/print/OOH, onsite branding, event production, client hospitality, culinary, talent relations and post-mortem reporting.
 - Managed title sponsorship and marquee event production for the New York City Wine & Food Festival securing \$1MM in net proceeds for the No Kid Hungry Campaign annually.
 - Executed inaugural sponsorship of Variety's 10 to Taste food and film panel for the Tribeca Film Festival.
 - Oversaw Food Network's 20th Birthday party for 1200+ talent, executives & clients.
- Directly supervised marketing manager and oversaw team of agencies and vendors.
- Responsible for marketing budget, forecasting and managing expenses/accruals to meet targets.

Viacom Media Networks, New York, NY

Partner Marketing Manager, BET Brands & Comedy Central October 2008 – January 2013

- Developed and implemented Local Ad Sales campaigns to bolster partner revenue and promote key programming including new series, anchor franchises, and annual awards shows.
 - Increased tune-in support of Comedy Central programming in '11 by 158% YOY
- Led internal teams and external vendors to implement promotions including consumer contests, sweepstakes, pro-social initiatives, talent appearances, local events and festivals/tours.
 - Collaborated with talent like Stevie Wonder, Jamie Foxx and Keyshia Cole in creating unique programs for local distribution partners.
 - Established the first Verizon FiOS media sponsorship of the New York Comedy Festival garnering 500 local ticket sales spots and digital, social and in-venue exposure for Verizon.
- Developed customized content packages for distribution clients to promote brand priorities.
- Managed rebrand of BET J to Centric, overseeing communication with distribution partners and development of a rebrand kit and launch tools.
- Assigned Comedy Central responsibilities after managing BET Brands for a year and a half.

Partner Marketing Coordinator, MTV Brands**May 2006 – September 2008**

- Executed multiplatform marketing campaigns to promote MTV brand priorities on distribution partner platforms resulting in over \$8MM in media value support annually and contributing to double digit increases of MTV content usage.
- Created and managed marketing promotions and events around back to school efforts, in-store promotions, pro-social initiatives, and Customer Service Representative awards programs.
 - Doubled Comcast Student Bundle online sales activity and increased call volume by 40% YOY with The Hills VIP Sweepstakes.

Freelance/Partner Marketing Coordinator, Logo**February 2005 – May 2006**

- Implemented launch of Logo working with the Distribution Sales team to secure domestic cable and satellite distribution.
 - Orchestrated training of over 20,000 CSRs in 19 offices throughout the U.S. in less than one week to secure distribution with major client.
- Planned and implemented local brand awareness campaigns in top 20 markets to increase distribution and promote partners through local events, print, online, trade, and grassroots marketing tactics.

**Cablevision - Rainbow Media (Altice), Jericho, NY
Marketing Coordinator, VOOM****May 2004 – February 2005**

- Provided Retail Channel with marketing support in the creation, production and distribution of point-of-sale and advertising materials for over 500 home electronics retailers across the U.S.
- Supported and coordinated events including tradeshows, in-store promotions and sales trainings to increase brand awareness and sales.

INDUSTRY AFFILIATION

Academy of Television Arts & Sciences (Emmys Voter)

National Association for Multi-ethnicity in Communications (2012 Leadership Seminar Participant)

Women in Cable Telecommunications (2010 Rising Leader Program Participant)

EDUCATION

University of Oregon, Eugene, OR

Bachelor of Architecture, 2002

Minors: Business Administration and Art History