

Carl Levine

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

PROFILE SUMMARY

- **Business Development** - Generated millions of dollars in interactive, webcasting and corporate video production sales. Proven ability to close profitable new business, upsell existing clients and manage sales and production teams.
- **Digital Media** – Executive Vice President responsible for creating Creative Bubble’s Interactive Division which generated approximately \$2 million in annual revenue for clients including Sanofi Aventis, Rainbow Media, TIAA-CREF, Municipal Credit Union (MCU) and Verizon. Expertise in online video and streaming based on long term relationships with digital media companies including Verizon, Adobe, IBM and Level 3.
- **Corporate Video and Live Event Production** – Over two decades of experience producing and selling marketing, training, videoconferencing, webcasting and on demand production services to Fortune 500 clients. Projects included executive producer for \$4,000,000 NIH AIDs Caribbean videoconference and live/on-demand webcast project and the introduction and development of webcasting for Verizon VZTV.
- **Studio/Location Production Management** – Director Corporate Television services Unitel Video managing live studio and location production for Fortune 500 clients including Wall Street Journal Report, Reuters TV 2000 and IBM Field Training Network. Vice President of Marketing for Image Group Studios (now NEP Studios) and consultant responsible for Murray Hill Studio’s business plan, successfully employed for over a decade.
- **Post Production Facility Management** – Co-founder and member of executive management team that increased Creative Bubble’s revenue from \$2 million to \$9 million in five years.
- **Marketing and Public Relations** - Supervised wrote and/or edited all PR including press, website and Confidential Business Review (CBR) from Creative Bubble’s launch in 2001 through sale in 2009. Well versed in working with press, media companies. PR firms, online video, social media, investment bankers, investors and purchasers.

PROFESSIONAL EXPERIENCE

- 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 **1992 - 2008**
 - Contributing Editor - *Video Systems Magazine*: Intertec Publishing - monthly “Solutions” column **1991 - 2001**
 - Editor - *Corporate Television Magazine*: Media Horizons **1986 - 1987**
 - Editor/Feature Writer – *VideoPro Magazine* and NAB trade show special editions: Viare Publishing **1982 - 1986**
 - *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 **1982**
 - 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