# Kristen Hayman | kristenjanehayman.com | 313.899.0246 | hayman.kristen@gmail.com

# Education

**DePaul University, Kellstadt Graduate School of Business,** Chicago, IL | June 2018

**Master of Science in Marketing**

* Activities and Societies: Vice President of Marketing for DePaul MBA Association’s Executive Board for 2017-2018, eGenius: Effective Communication Skills Coach for 6-10 grad & undergrad students (2018), Study Abroad: Hidden Champions of Manufacturing, Innovation & Start-up Services in Japan (March/2018)

**Michigan State University, College of Communication Arts & Sciences,** East Lansing, MI | May 2011

**Bachelor of Arts in Media Arts & Technology,** *Concentrations in TV, Cinema and Radio & Cognate in Social Science*

* Activities, Societies & Freelance Experience: Lead Camera Operator for BTN Student U (2009-2011), Camera Operator/V-Play, Utility, CG Op & Tennis Producer for MSU Spartan Vision (2007-2009), E-Net Course: The Entrepreneurial Network of MSU (2010), Planning Board Member for Innovation Club of Entrepreneurs (2010)

## Professional Experience

**Content Manager (Contract)**

Vizio,Irvine, CA | Oct 2022 - Present

* Develop successful linear 24/7 programming schedules for VIZIO's FAST O&O + Pop-Up channels including Vizio Fear, Vizio Mission, Vizio House and Vizio Romance using CMS like Amagi to set parameters, storytelling, ad-insertion cue points, and day parting for all programming.
* Use data to execute strategies that improved total viewership minutes and average minutes per session by 38% week-over-week and generate up to over $500k in revenue for the FAST O&O channels.
* Prepare and present the weekly Programming Overview Report that includes performance metrics that identify strengths and weaknesses in programming, financial metrics and provide strategic content recommendations for the 11 O&O curated channels videos in the weekly executive meeting.
* Optimize, manage and maintain tracking of VIZIO’s inbound content inventory database across key content verticals and strategic initiatives, including content avail submissions, window schedules, etc.
* Own the editorial calendar detailing content-forward opportunities, with both short-term and long term planning cycles and coordinate monthly programming and promotional priorities with marketing/editorial teams and plan cross promotional activity to create promotable stunts and vertical themes using CMS like Airtable and Workfront.
* Work cross-functionally with Content Acquisitions, Finance, Editorial, Marketing, Product and additional internal teams to prioritize key content deliverables.

**Manager, Digital Content Distribution**

FOX Entertainment,Los Angeles, CA | June 2019 - Oct 2022

* Onboarded, oversaw and managed the teams in charge of day-to-day video metadata optimization, publishing, editing, and delivering over 33,000 videos and social assets a season across, YouTube, FOX Now, Hulu, Facebook, Twitter, Instagram, etc.
* Developed the YouTube, Facebook, Instagram, Twitter and TikTok strategy for 360-degree content marketing campaigns, including handling promotions for major events like Super Bowl LIII and the Emmys, along with several successful stunts and influencer campaigns for FOX, Animation Domination, The Simpsons, Family Guy Empire, Our Kind of People, The Masked Singer, 9-1-1 on FOX, Welcome to Flatch, Music Club Fox and Food Club Fox handles.
* Increased average video views by 197% in less than two months after reprogramming FOX's overall YouTube strategy from short-form promo to an audience-first entertainment destination with an improved monetizable library of content.
* Implemented a new shorts strategy that increased the Food Club FOX YouTube channel views by 84% in one month.
* Redesigned the weekly Cross Platform Report to provide organic metrics on videos published across all social platforms; adding show specific insights and comparative analysis that allows all stakeholders involved in video marketing to be more strategic towards organic growth across platforms.
* Reviewed statement of work documents and master service agreements in collaboration with the Legal team to assist in negotiations for new digital vendor contract deals and contract renewals.
* Negotiated a 15% discount deal with external agency’s publishing services in collaboration with Legal counsel for FOX Entertainment, FOX Soul and FOX News.
* Owned external relationships with FOX Entertainment’s digital partners including YouTube, Hulu, multiple social marketing, video publishing & influencer agencies, SEO agency, CPE, MPX thePlatform (console), and Verizon Digital Media Services platform teams.
* Monitored music rights clearances with the legal team by tracking short-form video deliveries and sunset dates to prevent copyright penalty fees.
* Led monthly audits of the FOX.com and FOX Now series pages to make sure tune-in dates, cast bios, show descriptions and short-form videos are updated, track SEO page edits and monitor the site’s technical status.
* Collaborated with Sales and Legal teams to execute sponsorship integrations, monetization campaigns, geo-policies and rights management on content ID for YouTube videos/channels.
* Worked with SEO vendors to boost show rankings on Google and all social platforms as well as gain access to and manage Google Knowledge Panels for posting marketing materials.
* Influenced new practices that celebrate diversity and cultivates a positive, inclusive and supportive culture at FOX as a member of the Marketing Inclusion Team and a board member on the FOX Culture Committee.

**Web Video Producer**

Big Ten Network (FOX Sports),Chicago, IL | Aug 2011 – June 2019

* Edited and delivered engaging college sports video content across BTN websites, the BTN2Go app, social media's Twitter, Facebook, Instagram, YouTube, VOD, MVPD and affiliates for direct marketing campaigns using Adobe Premiere and multiple content management systems.
* Assisted business development manager in negotiating strategic partnerships in live video distribution and new technologies.
* Broke record real-time views for BTN YouTube channel after cutting and posting the “Michigan State Wins on Mishandled Michigan Punt” video with 1.6 million views within the first week from the Michigan vs. MSU game that aired on October 17, 2015.
* Increased the overall watch time by 25% in a month for Big Ten Network's YouTube channel.
* Cut and delivered over 100 video assets a month as the main point of contact for VOD deliveries through Vubiquity.
* Responsively managed multiple live video streams to help increase revenue by providing technical and creative support through CMS, FTP, and email for the 14 Big Ten schools.
* Pitched and produced original digital series including “Court Convo with Taylor Rooks”, profiling star women’s basketball players from around the Big Ten conference.
* Selected by peers and upper management to participate in the 2016 BTN High Potential Program.

**Founder/Digital Media Producer and Public Speaker**

Jane Thang Productions,USA | Feb 2009 – June 2019

* Creator, writer, and reporter for “The Strong, Empowered & Class Project” column and video series that highlighted people with powerful stories of surpassing boundaries and living happily despite personal challenges.
* The blog version of “The Strong, Empowered, & Classy Project” has been referenced in Ebony.com and Cosmopolitan.com.
* Executed motivational speeches and event marketing strategy for numerous presentations including, “Follow Your Passion and The Rest Will Follow”, a 45-minute speech geared toward high school students and a panel discussion event series called “How Young, Ambitious & Beautiful Women Maintain Their Strength Empowerment, & Class” for over 250 women in Chicago, Illinois and Detroit, Michigan.

## Skills

**Video & Digital:** Avid, Final Cut, Adobe Premiere, Adobe Creative Suite, DSLR, Audio, Lighting, SEO, JIRA, AirTable

**Content Management Systems:** Boxxspring, MPX, SnappyTV, Brightcove, WordPress, Tweetdeck, Grabyo, MailChimp, VDMS, Wildmoka, Amgi

**Research Marketing:** SPSS, Google Analytics, AdWords, Sprinklr, Strategy, HTML, Perceptual Mapping, Excel, Pivot Tables, Tableau

**Business Development:** Negotiation, Master Service Agreements, Content Partnerships, Project Management, Problem Solver, Strategy