

ESTER GEVORKIAN

Project Manager, Operations-Distribution Manager, Digital Content Marketing, Production Lead

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SUMMARY

I am looking for a career in which to fully utilize my **Managerial** and **Leadership** skills and years of extensive knowledge. My history of success is directly related to my expertise in delivering complex projects from inception to completion within defined scope, quality and time. Always exercising kindness, critical thinking, problem solving and compassion. I am proficient in maintaining and delivering content, assets, workflows, project documentation, programming, scheduling. **My innovative ideas, strategic thinking, and problem-solving would benefit you.** I love challenges, fast paced work, attention to detail, solving puzzles by applying my internal instinct, and common sense.

SKILLS & EXPERTISE

Proficient in all Microsoft Office suite, Tableau, Gator/sky, CAS, Sales force, Atom, B2B, Jira, Adobe, Aspera, Google Workspace, Metadata Creation, Digital Marketing, Project Management, Programming, Scheduling, Media Content Curation, Broadcast Operations, Performance Analysis, Affiliate Management, Analytical verbal skills. **Trilingual.**

EXPERIENCE



KDMG DIGITAL MEDIA GROUP
Senior Manager Digital Content and Marketing

2023-2024

Remote, USA

- Main point of contact with the filmmakers/producers/content rights holders throughout the entire sales and distribution process; managing and overseeing company metadata, key art, trailers, close captions, movie files, affidavits, contracts.
- Lead and conduct onboard calls for fast channels including features, trailers, cc & key art, building episodes, Ad breaks, bumpers QC all the necessary documents. Update IMDB, IFTA film catalog, Rotten tomatoes, YouTube, KDMG website.
- Chief Programmer/Scheduler for all Broadcast operations for Manifest TV using WURL Scheduler/Insignia/Media shuttle. Screen documentaries/features for approval or denial before onboarding and distribution.
- Manage day-to-day filmmaker and clients onboarding and delivery processes while working with KDMG's vendors. Helping to identify key content acquisition strategies for the company and expanding the original series acquisitions.
- In charge of KDMG's social media, expanding the company's online presence and reach, and publicizing film debuts and offerings. Provide creative support in creating bible deck presentations for original series representation.



WARNER BROS. DISCOVERY
Data Analyst/Project Manager

2019-2023

Burbank, CA

- Manage overall planning, avails/servicing analysis, performance tracking and oversight of WB key client "AMAZON" workflows, oversee from demand management through distribution, drive performance analysis in various WBT and HE supply chain systems and workflows to identify, assess and provide solutions. Perform Avails analysis to determine what needs to be delivered and how (full package, asset only, metadata only).
- Conduct rush on-air deliveries for existing and new episode launches for "Game of Thrones", "House of The Dragon"
- Project manages various business initiatives tied to Amazon 10 Global and domestic territories, early release windows, supply chain improvements. Handling complex servicing requirements (XML, MMC, EIDR) new media formats (4K, ATMOS, HDR 10+) In charge of **WB, HBO, Turner** assets/metadata/art feed for timely matter, error free delivery.
- Work with content servicing, content relations, sales, vendors, localization, marketing on order creation, guidelines, delivery, tracking and reporting to ensure it is robust, proactively leveraged to mitigate risk, and accessible/reported to all key stakeholders. Troubleshoot discrepancies with air dates, metadata, mpegs, art files and wrong formats.



PLAYBOY ENTERTAINMENT

2005-2018

Los Angeles, CA

Manager Operations and Fulfillment/Distribution

- Managed and oversaw Domestic/International VOD-SVOD, OTT, Linear operations, including production schedules and the DVD production process from conception to finish product for several Television networks. Program and schedule 40 plus Transmission planners for at least 30 major Clients. Create more than 1000 specified Metadata, Photoshop/revise art. Effectively manage teams working with internal departments, and outside partners like CMC, Encompass Digital Media, Deluxe Digital services and others in delivering thousands of monthly assets to over 30 affiliates around the world including Comcast, Time Warner, Direct TV, Dish, ATT, Charter-Spectrum, Verizon, Frontier, Rogers, Shaw, Claxon and others.
- Work with all existing and new MSO's and aggregators to implement upgrades and alterations to Meta-data tags and transmission planners as needed and solve problems and resolve discrepancies. Work closely with programming, scheduling, post, art and sales and all outside vendors to ensure accurate delivery of VOD-SVOD, EST, AVOD packages to content providers.
- Played a pivotal role in creating innovative and lasting workflows, ultimately responsible for rehabilitating and modernizing Playboy's broadcast operations. In reducing dependence on 3rd parties, I created new jobs within the branch and delivered huge monetary savings and brought on 300% improvement to overall operational success over the course of 1 year.



iHEARTMEDIA - (Clear Channel)

Senior Market Research Analyst

1998-2003

Sherman Oaks, CA

- Work with radio stations, research management, sales, programming to resolve discrepancies.
- Responsible for reconciling, analyzing, negotiation and monitoring station affiliation lists for over 30 nationwide radio programs/services including Dr. Laura Schlesinger, Rush Limbaugh, Mike Reagan, Art Bell and Rick Dees.
- Generating monthly "ARBITRON" reports for each show. Timely distribution of advertiser delivery reports.
- Work with affiliate radio stations to program, schedule commercial air spots, eliminating **Sirius XM**/Paid commercials.
- Support producers to create, translate and announce Russian commercials on air from time to time.



7th LEVEL Multimedia Game Studio

Production Lead/Digital Animator

1991-1997

Glendale, CA

- Compositing, compressing, analyzing, tracking of Microsoft, Disney, Virgin and Bandai live action and educational games and television animation shows. Manage color key cell selection for each client. Client communication for approvals, needed materials.
- Assigning workflow for each team, interacting with producers, art directors, editors, creative, various department heads on project necessities, priorities and providing weekly reports. Managing timelines and due dates. Troubleshooting daily discrepancies. Managing, overseeing big projects and their clients from conception to finish, including delivering final assets to clients.
- Projects include Monty Python, Quest for the Holy Grail, Meaning of life, Ace Ventura, Tamagotchi, Ren and Stimpy, Beavis and Butthead, Garfield and Flintstones, Aladin, Pumba and Timon, Moby Games and more.