

# ESTER GEVORKIAN

Project Manager • Digital Operations • Content Distribution • Media Supply Chain

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## SUMMARY

Digital Operations & Project Manager with 20+ years leading large-scale content delivery, metadata operations, and cross-functional workflows for top entertainment brands including Disney, Warner Bros., and Playboy. Expert in end-to-end digital asset management, rights/avails, FAST/AVOD distribution, and high-volume global servicing. Known for streamlining workflows, eliminating errors, modernizing legacy systems, and delivering thousands of assets on time to global partners including Amazon, Comcast, Verizon, Disney, Fox, and ESPN. A strategic problem solver who thrives in fast-paced environments, connects creative and technical teams, and drives operational excellence. Trilingual.

## CORE SKILLS

- Digital Supply Chain • Project Management • Metadata & Avails • FAST/AVOD/OTT Distribution
- Content Operations • Workflow Optimization • Cross-Functional Leadership • QC & Delivery
- Scheduling & Programming • Rights Management • Vendor Management • CMS Operations
- Social Media Publishing • Performance Analysis • Digital Asset Management (DAM)

## TOOLS

- Jira, Tableau, Salesforce, Aspera, Signiant, Rightsline, Airtable, Google Workspace, Microsoft Office • Adobe Suite, WordPress, PMX, Gator/Sky, CAS, Atom, B2B, FileMail Pro

## PROFESSIONAL EXPERIENCE

### THE WALT DISNEY COMPANY - Remote, CA

Senior Business Analyst / Project Manager 2024–2025

- Managed global monetization workflows by creating and delivering accurate product avails for Disney, Fox, and ESPN content across domestic and international partners.
- Aggregated rights, validated distribution windows, and ensured compliance with EMA, EIDR, and ALID standards.
- Partnered with technology, production, and operations teams to implement new system functionality, resolve escalations, and document processes.
- Developed training materials and operational documentation to support new enhancements and workflow improvements.

### KDMG DIGITAL MEDIA GROUP - Remote, USA

Senior Manager, Digital Content & Programming 2023–2024

- Primary liaison for filmmakers, producers, and rights holders throughout the AVOD/FAST distribution lifecycle - from onboarding through final delivery.
- Oversaw programming and scheduling for FAST channels for real-time playout readiness, expending the catalog by 100+ hours of documentaries, features, and episodic content.
- Managed producers, editors while overseeing metadata, trailers, captions, affidavits, ad breaks, bumpers, QC, and asset prep to ensure end-to-end delivery and continuity for 24/7 streams.
- Led YouTube publishing and social media strategy, increasing brand visibility and engagement across platforms.

## WARNER BROS. DISCOVERY - Remote, CA

### Data Analyst / Project Manager 2019–2023

- Oversaw Amazon Prime Video workflows across 12 global territories, managing availabilities, servicing, and performance tracking.
- Delivered rush on-air assets for major launches including *Game of Thrones* and *House of the Dragon*.
- Managed complex servicing requirements (XML, MMC, EIDR) and new media formats (4K, HDR10+, Dolby Atmos). Analyzed software generated reports to identify metadata mismatches, file issues, and delivery blockers.
- Ensured timely, error-free delivery of 5,500+ features, series, and documentaries across WB, HBO, and Turner.
- Collaborated with content servicing, sales, localization, marketing, and vendors to resolve discrepancies and strengthen supply chain processes.

## PLAYBOY ENTERTAINMENT - Los Angeles, CA

### Manager Operations & Fulfillment / Distribution 2005–2018

- Led domestic and international VOD/SVOD, AVOD, OTT linear operations, delivering thousands of monthly assets to 30+ affiliates (Comcast, Time Warner, DirecTV, Verizon, Rogers, Shaw, etc.).
- Curated and managed Playboy content, oversaw ingest, QC, creating production schedules and DVD production from concept to final product.
- Directed a team of 4 and coordinated with programming, scheduling, post, art, and sales to ensure accurate delivery of VOD/SVOD, EST, AVOD, and PPV packages.
- Modernized Playboy's broadcast operations—reducing reliance on third parties, creating new internal roles, and driving a 300% improvement in operational efficiency within one year.
- Demonstrated working knowledge of metadata standards and taxonomy development.
- Built detailed workflow documentation, alpha stack charts, and client presentations using to support internal and external teams.

## iHeartMedia (Clear Channel) - Sherman Oaks, CA

### Senior Market Research Analyst 1998–2003

- Analyzed and reconciled affiliate lists for 30+ national radio programs (Dr. Laura, Art Bell, Rick Dees, Rush Limbaugh).
- Produced Arbitron reports and advertiser delivery reports.
- Coordinated commercial scheduling and resolved programming conflicts.
- Supported producers by translating and recording Russian commercial spots.

## 7TH LEVEL MULTIMEDIA GAME STUDIO - Glendale, CA

### Production Lead / Digital Animator 1991–1997

- Managed compositing, compression, and asset tracking for Microsoft, Disney, Virgin, and Bandai game and animation projects.
- Coordinated workflows across producers, art directors, editors, and creative teams.
- Delivered final assets for major titles including *Monty Python*, *Ace Ventura*, *Tamagotchi*, *Ren & Stimpy*, *Garfield*, *The Flintstones*, and additional licensed titles.