

MATT RASAMOTO

A Creative Problem Solver & Technical Lead

me@drpunchman.com
(310) 503-8229
Los Angeles, California

OBJECTIVE

I build teams that handle difficult problems, and am looking for an opportunity to have a positive public impact. I love the excitement, pace, and stress of navigating small companies and startups, and bring lean methodology with me. The past six 6 years I have been building innovation teams within Fortune 500 and 10 companies.

HIGHLIGHTS OF QUALIFICATIONS

- More than fourteen years of top, diversified experience, holding positions of increasing scope and responsibility.
- Strong background in digital program management, strategic planning, team leading, staff training and development, business plan development, project management, partnership and stakeholder management, vendor sourcing and management, deal negotiation, and client relations.
- Hard-working and driven, while highly-experienced in all aspects of industry work, and is thoroughly familiar with industry practices, standards, and protocols.
- Experienced in business plan development, establishing winning programming strategies, and in seeing all products to their maximum market potential.
- Work has resulted in many patents, Emmy nominations, and other industry accolades and acknowledgements.

HONORS AND AWARDS

- 2016 DIRECTV Award for Innovation
- 2011 Dailey Advertising Product Award
- 2006 Emmy Nomination for Outstanding Achievement for Enhanced or Interactive e Programming New Delivery Platforms
- 2006 Emmy Nomination for Outstanding Achievement
- 2006 Emmy Nomination for Outstanding Broadband Drama

PATENTS

- Method of Capturing and Sending Content-Based on User Location (2016)
- Method of Sharing Vehicle Control (2016)

PROFESSIONAL EXPERIENCE

SHADOW ESTATE, Gardena, California

CEO (2017-2018)

Directly responsible for managing daily company operations, managed clients, and oversaw creative development and production

- Co-founded firm, an experiential entertainment and media production company.
- Produced advertising and promotional materials for startups and young brands, including Jet (Walmart) and ATV Corporation USA.

AT&T, El Segundo, California

Senior Manager - Content Innovation (2015-2017)

Managing day to day content innovation activities, new technology implementation and vetting, research coordination, user experience development and implementation, and other related assignments.

- Established team focused on new technologies impacting content production, delivery, consumption, and monetization
- Integral part of a research group investing in technology companies and products
- Created interactive user experiences for digital and immersion deliveries

DIRECTV, El Segundo, California

Senior Manager - Video & Immersion Studio (2011-2015)

Managing video and immersion studio operations, virtual and augmented reality research project management, recruiting talent, project resource planning, project timeline development, technical demonstration development, and other managerial functions.

- Founded a team focused on finding and testing new technologies
- Pitched new product ideas to (and for) executives and C-suite
- Created co-branded projects for partner networks
- Produced more than 140 projects including, augmented reality, virtual reality, 360 video, experiential displays, commercials, documentaries, and apps

DAILEY & ASSOCIATES, Beverly Hills, California

Creative Developer (2009-2011)

Development, coordination, production, supervising teams, workflow coordination, and custom applications for high-profile, multi-million dollar projects

- Spearheaded digital production for Hulu, Intuit, Nestle, Dole, and other clients
- Helped create, implement, and manage seasonal campaign design and technology
- Managed developer teams, built internal APIs, and handled 3rd party technical integration of deliverables

RIDDLE PRODUCTIONS, Santa Monica, California

Lead Developer (2006-2007)

Responsible for managing development activities, supervising project teams, creating and maintaining project codes and infrastructure, and other development-related functions.

- Directed design, programming, and animation teams
- Built website architecture, managed video delivery, and game production
- Worked closely with writers and producers