

MATT RASAMOTO

An Experienced, Accomplished Digital & Creative Executive & Leader

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OBJECTIVE

A **Digital Brand Director** position within a progressive, industry-leading company. Position would fully utilize a wealth of experience, and offer high levels of challenge, responsibility, and the opportunity for continued career growth.

HIGHLIGHTS OF QUALIFICATIONS

- More than fourteen years of top, diversified experience, holding positions of increasing scope and responsibility.
- Strong background in many areas including 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.

PROFESSIONAL EXPERIENCE

SHADOW ESTATE, Gardena, California

CEO (2017-Present)

Directly responsible for managing daily company operations, profit and loss, business development, overseeing marketing initiatives, managing client consulting engagements, new product management, project costing, hiring and managing project personnel, staff evaluation, client relations, and other executive-level functions.

Selected Accomplishments, Projects, and Initiatives:

- Co-founded firm, an experiential entertainment production company, which focuses on script-to-screen innovation.
- Has produced advertising and promotional materials for startups and young brands, including Jet and ATV Corporation USA.
- During tenure with company, has managed many successful projects, and has consistently met project expectations.

AT&T, El Segundo, California

Senior Manager – Content Innovation (2015-2017)

Responsible for managing day to day content innovation activities, new technology implementation, research coordination, user experience development and implementation, and other related assignments.

- Established Content Innovation Team, which focused on how new technologies impacted content production, delivery, consumption, and monetization.
- Was an integral part of a research group, utilized for investing in new technology companies and products.
- During time with company, created interactive user experiences for mobile, VR, and immersion deliveries.

DIRECTV, El Segundo, California

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

Responsible for managing video and immersion studio operations, virtual and augmented reality research project management, project resource planning, project timeline development, technical demonstration development, and other managerial functions. Created studio from its inception as part of Digital Innovation Lab.

- Created co-branded projects for partner networks and channels, which focused on leveraging new technologies.
- During tenure, produced more than 120 projects, more than 40 internal commercials, and many prototypes and presentations, which were utilized to upsell internal projects to various departments.
- Produced the BKB VR app, which was used on more than 40% of all Gear headsets in 2015.
- Had 12 patent submissions, which covered monetizing big-data, geo-tracking, and augmented reality.

DAILEY & ASSOCIATES, Beverly Hills, California

Creative Developer (2009-2011)

Responsible for creative development coordination, managing client production, supervising teams, workflow coordination, and creating flash applications, takeovers, and ads for high-profile, multi-million dollar projects.

- Personally spearheaded production for Hulu, TurboTax, Wonka, Dole, and countless others.
- Managed programming, design, and video teams to their optimal performance.

RIDDLE PRODUCTIONS, Santa Monica, California

Lead Developer (2008-2009)

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

- During tenure, managed design, programming, and animation teams, and saw teams to peak performance.
- Worked closely with writers and producers in maintaining design throughout production process.

Additional Experience:

Creative Director, GigaPix Animation (2003-2006)

HONORS AND AWARDS

- DIRECTV Award for Innovation, 2006
- Dailey Advertising Product Award, 2011

EMMY NOMINATIONS

- Outstanding Achievement for Enhanced or Interactive e Programming New Delivery Platforms (2006)
- Emmy Nomination for Outstanding Achievement
- Emmy Nomination for Outstanding Broadband Drama

PATENTS

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

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