

STEPHANIE NACHMAN

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MULTIPLATFORM MARKETING EXECUTIVE | INNOVATIVE BRAND SOLUTIONS | STRATEGIC LEADER

Emmy Award-winning media executive with over 20 years of strategic experience in developing and producing cross-platform innovative content experiences, and marketing solutions. Notable expertise in the strategy, creation and development of interactive experiences, events and marketing activations to build brand affinity and audience retention within the evolving media landscape. Extensive experience with agency and partnerships oversight. Excellent relationship management skills and demonstrated success collaborating with cross-functional teams.

KEY COMPETENCIES

- Content Strategy & Innovation (Digital & Social)
- Multi-Platform Marketing Campaigns
- Experiential Event Planning & Production
- Content & Product Development
- Brand Growth & Retention Strategy
- Cross-Functional Collaboration & Leadership
- Communication & Stakeholder Management

PROFESSIONAL EXPERIENCE

EFFIE WORLDWIDE, New York, NY

2022-2023

Senior Vice President, Awards, Programs & Operations

Oversaw and executed Effie's flagship awards programs which set the global standard for marketing effectiveness.

- Developed and executed all Effie Awards programs and events within the United States and globally.
- Supported and fostered brand growth, innovation and program improvement through research, analysis, and collaboration with industry leaders.
- Oversaw development and production for all Effie annual events (live and virtual), summits and conferences.
- Collaborated with Chief Revenue Officer to develop partnership opportunities for all programs.
- Managed vendor relationships, venue partnerships and all event logistics from planning through execution.
- Mentored and manage Awards, Programs and Operations team.

PARAMOUNT, New York, NY

2020-2022

Vice President, Interactive Marketing – Nickelodeon

Provided strategy and creative direction driving multi-platform transformation, innovation, and growth.

- Oversaw creative strategy and evolution of the Screens Up app, a first to market multi-faceted TV AR-driven interactive engagement hub designed for kids, earning multiple awards with 1MM installs.
- Developed and maintained digital offerings on Nickelodeon sites and apps and externally created experiences.
- Identified and managed external vendor and agency partners to create innovative experiences, and support show launches, priority initiatives, live events, and on-the-ground interactive activations.
- Produced linear enhancement and play along experiences that lifted ratings and retention in support of priority initiatives, new show launches, and events.
- Created editorial content strategy and launched interactive multi-screen experiences to support and enhance live events including Kids Choice Awards, NFL Wild Card Game, Kids Choice Sports, Kid of the Year.
- Oversaw live event digital production including live pre-show carpet event and in-venue coverage.
- Oversaw all updates on owned and operated Nickelodeon sites and apps to ensure all shows, events and experiences were seamlessly marketed to audiences. Increased site traffic/decreased bounce rate by 20%.
- Strategized with Product, Engineering and Business Development teams to launch new features and functionality creating growth across all owned and operated platforms.
- Spearheaded multiple user generated content activations in support of live events and tentpoles.
- Mentored and managed a large team of talented directors, producers, content creators and writers.

VIACOMCBS/VIACOM, New York, NY

2012-2020

Vice-President, Digital Events & Production – Nickelodeon, 2015-2020

Led digital production, video, and editorial team, creating interactive experiences and products in support of all live events, linear tentpoles and brand initiatives. Raised linear ratings and digital engagement across the board.

- Developed and launched the award-winning Screens Up App, a TV AR and interactive engagement hub.
- Created immersive second screen experiences including live photo and video coverage and live interactive content, resulting in increased ratings, retention, and engagement across digital platforms.
- Produced and spearheaded comprehensive multi-screen digital experiences in support of on-air tentpoles.
- Led relationships with creative leadership to ensure digital experiences were a logical extension of the brand.
- Partnered with Programming, Product, and Engineering to ensure all digital experiences functioned flawlessly.
- Liaised with On-Air to develop a robust creative campaign across all screens in support of events, priority initiatives and show launches, developing a complimentary and additive experience.

Senior Director, Events Brand & Pro Social – Nickelodeon (2014-2015)

Oversaw digital content and production in support of all live events and pro social initiatives including Kids' Choice Awards, Kids' Choice Sports, HALO Awards, Worldwide Day of Play.

- Developed/produced multiplatform engagement experiences in support of events and network tentpoles.
- Engaged/managed vendor relations on third party experiences, supporting events & strategic tentpoles.
- Liaised with Live Event Production, Show Production and Pro Social teams to ensure all digital experiences aligned with internal campaigns and initiatives.
- Managed Digital Production team.

Production Director, Events Brand & Pro Social – Nickelodeon Digital (2012-2014)

Oversaw digital production across all platforms for Nick.com, Nick@Nite.com, and SpongeBob.com.

- Produced multiplatform engagement experiences in support of live events and network tentpoles.
- Partnered with vendors on third party experiences, supporting live events/strategic tentpoles.
- Liaised with all LOBs to ensure all digital experiences aligned with network/brand campaigns and initiatives.
- Accountable for Digital Production team.

ADDITIONAL RELEVANT EXPERIENCE

VIACOM KIDS & FAMILY

2000-2012

Director, Site Operations

Senior Producer

Writer/Producer

Associate Writer/Producer

EDUCATION

Bachelor of Arts (BA), English/Creative Writing/Television Production

Boston University, MA

PROFESSIONAL DEVELOPMENT / PROFESSIONAL AFFILIATIONS

Executive Inner Circle Leadership Course, The Ready Zone (2021)

Executive Leadership Training Program, Promax Thrive Graduate (2017)

Mentor, Promax Thrive Program (2018-2020)

Member, Promax Associate Board (2020-Present)