

# ADAM B. JENSEN

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## EMPLOYMENT

**Brightcove**, *Los Angeles, California*

**June 2021-Nov 2023**

**Director of Broadcast and Digital Content, PLAYTV**

- 2x Webby Award Honoree for Best OTT Streaming Service, PLAYTV by Brightcove (2022 & 2023).
- Leader of the video marketing and digital content strategy, analytics, and operations for a best in class, publicly traded, streaming technology company.
- General Manager and Editor at Large of PLAYTV by Brightcove, an award winning, internationally available streaming service focused on thought leadership, trends, and influencers creating world class digital media.
- Orchestrated and developed cutting edge CRM, ABM, and audience development strategies that increased effectiveness of the company's B2B, B2C, & D2C global product marketing campaigns.

**Gunpowder & Sky**, *Los Angeles, California*

**May 2018-April 2021**

**Head of Operations | Head of Programming**

- Oversaw the independent film and TV studio's content and monetization strategies for owned and operated (O&O) entertainment brands, films, scripted and unscripted tv series and podcasts.
- Created & implemented an omni channel publishing strategy for DUST, the #1 SciFi brand in the US.
- Launched company's first OTT app and FAST tv network onto 20+ streaming platforms such as ROKU & Apple.
- Drove the branding, UI/UX design, and post production operations across all distribution and marketing channels.
- Executed a 5x increase in audience, watch time, and revenue YOY from 2018-2020 for Warner Media funded company.

**Pluto TV**, *Los Angeles, California*

**July 2013-May 2018**

**Director of Editorial**

- Key member of the launch organization, scaled team and created requirements for state of the art internal CMS and external publishing initiatives, that have since become industry standards across FAST streaming.
- Editor in Chief: Responsible for all curation, licensing, content acquisitions, VOD and publishing initiatives.
- Manage the programming and launch of over 250 digital television channels including live news, sports, and iconic IP.
- Successfully increased active monthly viewers to over 15 million MAU during tenure.
- Helped the company close 2 rounds of funding to total \$43 million. Company was later acquired by Paramount Global.

**SolarCity**, *Los Angeles, California*

**Oct. 2009-June 2013**

**Senior Field Designer**

- Contributed to a successful company IPO in 2012. Company later acquired by Tesla.
- Managed over 1,000 solar energy projects from sales contract to municipal inspection in 3 years.
- Main liaison between customers, city officials, and corporate representatives.
- Daily supervision of multiple on-site crews across Southern California, the companies #1 region for installations.
- Hired and trained multiple team members during the company's expansive and record breaking growth period.

## EDUCATION

**Annenberg School of Communication, University of Southern California (USC)**

**Los Angeles, Ca.**

*Bachelor of Arts, Communication, August 2008*

## OTHER RECENT PROJECTS

**FLOW | An Ambient Film Series:** *Director, Producer & Composer*

**XTR & Documentary Plus:** *Content Strategy Advisor*

**Polycade:** *Operations Advisor*

**KDFit:** *Social Marketing Advisor*

**Send Medicine:** *Guitarist & Performer*

## SKILLS

Proficient in Windows, Mac, Microsoft Office, SFMC, Chat GPT, Google Suites/Analytics, Looker, Adobe Suite, Filemaker Pro, MRSS, FTP, JIRA, AutoCAD, Logic, Pro-Tools, Copy Writing, CM, CPR, QEP certified, Web Design, Guitar/Bass

*References available upon request*