

Cynthia Lieberman

Professional Summary

Experienced content marketing professional who consistently delivers high-quality and results-focused campaigns for entertainment studios and Fortune 100 firms. Offers an extensive background in all aspects of marketing, community engagement and media management, easily moving from vision and strategy to hands-on implementation.

Skills

- Integrated Content Marketing Campaigns
- Brand Management
- Media Planning
- Social Media Engagement / Analytics
- Affiliate, Influencer and Fan Engagement Marketing
- Budget Development and Management
- Content Calendar Planning
- B2B/B2C Asset Administration
- Inbound Marketing
- Corporate, Trade and Consumer PR
- Cross-Channel Messaging
- Powerful Writer/Visual Storyteller
- Content Curator/Aggregator
- Experiential, Live, Business, Consumer Events
- Facebook Live, Webinars and Twitter Chats
- TV, OTT, VOD/PPV/SVOD and Film

Projects/Clients

Sony-Harpo	Hallmark Channel	Verizon Wireless	Beck Media
CBS/Paramount	Spelling Entertainment	Google	Lippin Group
Warner Bros.	Pow! Entertainment	EpicenterVR	Cyberwise
NBC/New World	PromaxBDA/Comic Con	DanceNetwork.TV (OTT)	VFW
Fremantle North America	Heroes & Icons (Diginet)	SkyWay Studios	Cliffside Malibu

Work History

Content Marketing and Media Strategist

Current

Independent strategist supporting the content marketing and media relations needs of major corporations, production companies, non-profits and forward-thinking businesses. Specializes in digital communications and technology trends. Leader and developer of award-winning campaigns recognized by industry organizations.

UCLA Extension (Social Media/PR Instructor), CSUN (Mass Comm. Research Adjunct Professor – Fall 2015)

Current

Sony Pictures Television | VP, Media Relations (Syndication/Cable/PPV/VOD/Digital)

2005 - 2009

Paramount Domestic TV | Vice President, Off-Network and Special Projects Marketing

1997 - 2004

NBC/20th TV | Vice President, Advertising/Promotion/Publicity ("Access Hollywood")

1996 - 1996

Samuel Goldwyn TV | VP, Television Marketing

1994 - 1995

Warner Bros. | Executive Director, Television Publicity

1992 - 1994

Education

UCLA/Fielding Graduate University: M.A. Media Psychology and Social Change, 4.0 GPA (2010)

CSUN: B.A: Electronic Media Management (2007)

Other

Co-Founder: CyberWise.org ("No Grownup Left Behind") - Digital Literacy Education/Marketing | 2010-Current
Facebook Pages: Cyberwise, NAMLE, Lost & Found (feature film) + other social media outlets/accounts
Speaker: Digital Hollywood, PromaxBDA, NAMLE, University Guest Lecturer, Digital Literacy Webinars
Awards: Multiple PROMAX Gold/Silver/Bronze Medallion awards; MacArthur Foundation's HASTAC/Mozilla Award ("Digital Media & Learning Competition")
Philanthropic: Board of Director, National Association for Media Literacy in Education (NAMLE)
Languages: English (Fluent) | Spanish (Intermediate)