

JASON BERGMAN

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A new media interactive expert with proven creative, product development, client service, and branding skills.

Summary: A highly creative director with over 14 years experience in the new media and interactive space who provides a unique skill-set and extremely successful approach at delivering web based rich media applications in the media and entertainment sector. While one of the youngest A&R executives in the music industry, my professional interests gravitated to web development and other aspects of the emerging new media space during the mid-90s. Since then I have developed and produced official websites for top entertainment studios and multi-platinum artists, consulted on new on-line marketing initiatives, and have worked with world leading companies. Acting as an employee or as a consultant through my new media development company, EXP Media, my clients have included: DreamWorks Animation, Walt Disney Internet Group, Sony Music, Polygram Music, Warner Bros., ARTISTdirect, Eagle Pictures, Workhorse Advertising, Sotheby's International Realty, The Comedy Store, Resort Sports Network, and Paradigm Talent Agency.

Qualification Highlights: As web developer and designer for ARTISTdirect, I was responsible for overall production of the first official Marilyn Manson website and ecommerce store-front solution, as well as overseeing initial launch, in which we received over a million unique views on the eve of launching. While acting as Quality Analyst for United OnLine I was responsible for achieving new milestones in our CRM department, by improving the First Call Resolution rate to a record high of 84%, as well as sustaining an unprecedented period of being above 80%. Operating out of EXP Media, I was responsible for the design, development, and implementation of social media and networking site entertainME, among others. While at the Walt Disney Internet Group I successfully discharged broad Program Management responsibilities in connection with a new Disney Mobile product. Recently, as Director, Account Management at PingWorx, I led an extensive team of web producers/account managers and was responsible for overall production and creative direction for our flagship websites including the award winning www.DreamWorksAnimation.com.

EXPERIENCE

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| July 2007 – October 2008 | PingWorx /BroadSpire, Inc. | Los Angeles, CA |
| <i>Director, Account Management</i> | | |
| <i>Business Development</i> | | |
| <ul style="list-style-type: none">• Responsible for website production, client satisfaction, client management, and program management• Additional responsibilities include: General Management duties; Team mentoring, training, and building; providing direction and guidance for operations and production; creating presentations, as well as requirements and specifications documentation• Responsible for establishing and maintaining client relationships• Clients Include: DreamWorks Animation, Paradigm Talent Agency, Sotheby's International Realty, Mentor LA, and Resort Sports Network | | |
| February 2007 – July 2007 | Disney Mobile/Disney Internet Group | North Hollywood, CA |
| <i>Project Administrator</i> | | |
| <ul style="list-style-type: none">• Creation of customer support wireframes for business use cases, web team, and product development, track action items and facilitate weekly cross functional team meetings• Responsible for daily creation and distribution of QA testing defect reports utilizing Mercury Quality Center and MS Excel, as well as facilitating the subsequent daily defect calls between partner managers, partners, and internal management• Additional responsibilities include: general Project Management duties, assistance in presentation creation, assembling meeting documents, compiling competitive research, maintenance of Executive Dashboard and overall support for the Program Manager | | |

January 1995 – July 1995

Lippman Entertainment

Los Angeles, CA

Music & Multimedia Development

- Client submission (of Producers) for artists
- Evaluate solicited material (critique artist demos)
- Web Site Developer utilizing HTML and Photoshop

April 1994 – July 1995

MCA Records

Universal City, CA

A&R Consultant

- Scouting artists for President of label
- Attend, and review, artist showcases
- Evaluate solicited material

August 1992 – Nov. 1993

EMI Records Group

Los Angeles, CA

A&R Coordinator

- Responsible for: phones, demo logs, producer logs, and basic administration for directors
- Coordinated artist showcases, studio time and mastering sessions
- Arranged liner credits and evaluated solicited material

EDUCATION

Emerson College

Boston, MA

School of Mass Communications and Performing Arts

Bachelor of Science Degree in Mass Communications, May 1995

COMPUTER SKILLS

Web Developer /Designer/ Producer. Webmaster. Information Architect. Digitize, edit, compress, and maximize audio and video content for streaming media. Programs and languages include: Director, Flash, Fireworks, Dreamweaver, Final Cut Pro, Premiere, Photoshop, Illustrator, Microsoft Office, MS Project, MS Visio, Azure Pro, HTML, DHTML, XHTML, PHP, ASP, CGI, MySQL, and JavaScript. Mac and PC proficient.