

# JILL GERSHMAN

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## 360° MARKETING CREATIVE & MEDIA PRODUCTION EXECUTIVE PROVEN INNOVATOR + TEAM MOBILIZER + CONTENT CREATOR

### EXECUTIVE SYNOPSIS

**Transformational and award-winning** senior executive recognized for **25+ years** of excellence in Broadcast, Cable and Streaming **Marketing, On-Air Promotion, Branding, Content Creation, Strategy, Production and Programming.** Blends **creativity** with **business acumen.** Leverages **extensive on and off-air design experience,** including key art and motion graphics—ensuring **brand consistency.**

- » **Proven leader** adept at navigating uncertainty and driving **innovation** in an evolving industry to maintain a competitive advantage.
- » Blends **longevity** with a track record of **reimagining, repackaging** and repositioning **iconic content** to **maximize engagement + ROI.**
- » Skilled at managing complex, **multi-million-dollar projects** from initial development through the entire production process to completion.
- » **Passionate talent amplifier** who excels at developing peak-performance teams and **aligning diverse** internal and external **stakeholders.**
- » Leads with **clear vision** and equal parts **finesse** and **drive.** Delivers **brand-aligned, boundary-pushing** creative **on time** and **on budget.**

### SELECT AWARDS

CLIO • PROMAX • SOCIETY OF ILLUSTRATORS • BDA • GOLDEN TRAILER •  
CYNOPSIS BEST OF THE BEST • CABLEACE • AWRT • CTAM MARK • ADC

### PROFESSIONAL HISTORY & IMPACT

#### **BUDDHA JONES** | Los Angeles, CA | 2023 - Present

**Creative Lead,** Network Branding and Marketing

Develop **innovative** and **impactful** creative, as well as **360° brand** and **marketing** concepts and campaigns, for **Broadcast, Cable,** and **Streaming** platforms. Provide **leadership** and **direction** to a team of writers, producers, editors, musicians, and designers responsible for creating various marketing tactics, including trailers, sizzle reels, promos, digital and social media content, and graphics. Cultivate and maintain strong **client relationships** to drive **business growth** and build **new opportunities.**

#### **ABC ENTERTAINMENT** | Burbank, CA | 2005 - 2022

**Senior Vice-President,** Entertainment Marketing Creative (2017 - 2022)

**Vice-President** Alternative and Comedy Series, Entertainment Marketing (2007 - 2017)

**Vice-President** Alternative Series, Specials and Late Night, On-Air Promotion (2005 - 2007)

Evolved through increasingly responsible roles as a **Creative Executive** charged with leading, directing and managing **360° marketing**—creative, branding, shoot production and craft editing—for **100+ series, specials and pilots** annually, spanning comedies, dramas, reality series, specials and live event programming. Guided, built and developed a team of **over 120** internal personnel and external agencies responsible for delivering innovative concepts, campaigns and creative content across **multiple platforms and business units** including on-air, off-air, digital, affiliate, studio, synergy and sales. Fostered relationships with outside agencies, internal executives, series producers and talent. Monitored and controlled **multi-million-dollar** project budgets.

- Led creation for, and ensured brand integrity across, over **25,000 assets** produced annually for 100+ series as well as 30+ presentations and sales tapes per annum.
- Managed, aligned and mentored **120 people** across **multiple teams:** AV, Design, Digital, Shoot Production & Editing.
- Spearheaded the **successful launch** and creation of the ABC Funny comedy brand and ABC's Summer Fun and Games along with building *The Bachelor* franchise and brand.
- **Notable series and specials:** *The Bachelor, Dancing with the Stars, Shark Tank, American Idol, The Conners, The Oscars, The ESPYs, blackish, Abbott Elementary, The Wonder Years, Grey's Anatomy, The Good Doctor, Jimmy Kimmel Live, CMA Awards, NFL Draft* and *Modern Family.*
- **Select formats:** promos, digital content, key art, motion graphics, trailers, sizzle reels, radio, sales integrations and experiential.

## **INDEPENDENT PRODUCER / CONSULTANT | Los Angeles, CA | 2003 - 2005**

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Produced and provided creative direction for reality series, show segments, promos, graphic packaging and presentation tapes. Television credits included, Broadcast Producer Extreme Makeover, Supervising Producer Life After Extreme Makeover and Film Producer ABC's 50th Anniversary.

- Produced 10+ special editions of ABC's hit series *Extreme Makeover*.
- Consulted with Executive Producers on the development and creation of the first *Life After Extreme Makeover* special. Supervised all clip packages, in-studio segments and delivery of the final show.
- Directed 10+ film packages for ABC's 50th Anniversary special.
- Recruited to generate ideas and spearhead the development and execution of ABC's new network look and packaging.

## **ABC ENTERTAINMENT | Hollywood, CA | 1997 - 2003**

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**Vice-President/Creative Director**, On-Air Promotion (1999 - 2003)

**Executive Director**, TGIF/ Branding Factory, On-Air Promotion (1997 - 1999)

Strategically planned, coordinated and managed all aspects of on-air promotion for over 25 original comedies, reality series and specials each television season. Built and led a team of 15+ creative, production and support personnel charged with delivering over 4000 promo elements each year including launch campaigns, topical promos, images spots, off-air presentations, synergy efforts, marketing tie-in's, original shoots, interstitial programming and network packaging. Manage multi-million-dollar project budgets.

- Developed and directed the successful launch strategies and on-air campaigns for the hit series *Who Wants to Be a Millionaire*, *The Bachelor*, *The Bachelorette*, *My Wife & Kids*, *According to Jim* and *8 Simple Rules*.
- Instrumental in the evolution and growth of ABC's "TV is Good" image campaign including the creation of ABC's black, white and yellow packaging and identity.
- Initiated and restructured ABC's prime time packaging format and flow.
- Repackaged, repositioned and re-launched ABC's prime time program block TGIF.
- Developed and delivered over 4 minutes of original interstitial content each week for TGIF.

PRIOR EXPERIENCE

## **FREELANCE | CONSULTANT / WRITER-PRODUCER | New York, NY**

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Conceived and developed brand strategies, network pitches, launch campaigns and concepts for outside agencies and television networks. Wrote, produced and directed sales and presentations tapes. Conceptualized and wrote MSNBC's Brand Bible in conjunction with Lee Hunt Associates. Created and produced sales presentation for the Lifetime Movie Network that resulted in successfully selling the concept to internal executives, advertisers and cable affiliates.

## **LIFETIME TELEVISION | New York, NY**

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**Creative Director**, Creative Services

**Writer/Producer**, Creative Services

**Production Assistant**, On-Air Promotion

**Promo Scheduling Assistant**, On-Air Promotion

Conceived, defined and implemented the overall philosophy and brand strategy for The Place (experimental program block for young women 18-34) including all on and off-air marketing efforts. Created, wrote, produced and directed pilot series entitled The Dish. Instrumental in the development and execution of Lifetime's "Television for Women" positioning and promotion. Co-wrote and produced Lifetime's first award winning Breast Cancer campaign.

## **EDUCATION**

### **HOFSTRA UNIVERSITY | Bachelor of Arts (B.A.) in Television and Film | Hempstead, NY**

Minor in Political Science, concentration in Marketing

## **SELECT THOUGHT LEADERSHIP & SPEAKING ENGAGEMENTS**

**ABC | Mentor** | 2014 - 2022

**USC - MARSHALL SCHOOL OF BUSINESS AND SCHOOL OF CINEMATIC ARTS** | Los Angeles, CA | 2017 - Present

- **Speaker** | John H Mitchell Business of Cinematic Arts Program, "Integrating Business and Creative in Television"

**HOFSTRA UNIVERSITY- LAWRENCE HERBERT SCHOOL OF COMMUNICATIONS** | Hempstead, NY

- **Speaker** | "Hofstra in LA" program | 2017 - Present
- **Board Member** | Herbert School of Communications Alumni Association Board Member | 2018 - Present