

DAVID WEISS

CREATIVE OFFICER AND MARKETING EXECUTIVE

Site Portfolio: Davidaweiss.com

818-430-5153

Highly motivated and award-winning creative problem solver with extensive experience in digital transformation, video promotion/TV spot and trailer creation, marketing design, UI Design, social media, and marketing. An expert at leading creative executions that translate to award-winning campaigns and products on a global scale. A storyteller and executive who uses the power of imagination and science to skillfully champion ambitious innovation for studios and networks. A collaborative leader with a strong work ethic that commits to creative excellence while inspiring best practice-workflows to optimize operations.

Marketing / Branding
Strategic Thinker
Mentor and Coach

Executive Leadership
Budget Evaluation
Department Building

Multiplatform Campaigns
OTT/SVOD/Mobile
Concept Pitching

Entertainment, News, Sports
Research Experience
360 Campaign Management

PROFESSIONAL EXPERIENCE

Chief Executive Officer and Founder
Tequila Digital, LLC

Burbank, CA
04/21 - Present

Creative and Marketing Consulting: Video, Design/Marketing/Brand. International and domestic digital asset production. Various clients including NBC, CNN, and Warner Bros. Discovery/Motortrend.

Vice President, Marketing and Creative Services | CBS All Access | Paramount+
ViacomCBS

Burbank, CA
01/2011 - 01/2021

- As head of creative, creative strategy, and all of operations, I built and led the 100+ person In-house advertising agency for all products, digital brands/shows including custom creative for streaming services - CBS All Access/Paramount+.
- Led all creative pitches, strategy, operations, and creative executions of A/V, Digital Display, Print, creative briefs, branding, scripts (copy), emails, product packaging, event mktg., 3d motion, EST, video/film production, and shoots for B2B/B2C including 360 campaigns, trailers, print, promos, etc. Also oversaw all creative for marketing designs, A/V, print, social, UI Upsell creation for all apps and the flagship site CBS.com as well as CBS All Access/Paramount+ across all platforms.
- Managed talent shoots including script writing and interviewing of A-list talent.
- Built and managed relationships with internal stakeholders, as well as talent.
- Managed all campaign and department budgets.
- Helped guide the digital transformation of CBS into a top 10 internet consumer property leading over 300M users worldwide.
- Effectively increased ratings/subscriptions by over 75% in 6 months.
- Oversaw \$25M+ annual budget for multiple vendors, while securing project delivery workflows doing risk mitigation/planning and technical prioritization.
- Led UI/UX launching flagship digital sites/apps across platforms and marketing campaigns for the highly successful CBS All Access streaming service, acquiring millions of new activations.

Vice President, Marketing and Mobile TV/Video
CBS, CBS Mobile, CBS News, CBS Sports

Los Angeles, CA
07/2006 – 01/2011

Spearheaded CBS' first creative venture into the digital arena. Led the creation of the CBS Mobile Channel and the division that was built to provide creative support. This included all spots, presentations, video projects, design and UI/UX for mobile products, sites, and apps for CBS, CBS News, and CNET properties.

- Spearheaded original content development, production and post-production for the "CBS Mobile" Qualcomm channel for both Verizon and AT&T partners.
- Founded and led the Creative Services group and 24 hour-hour On-Air Promo department.
- Led all UX/UI designs for hundreds of mobile sites that included the Emmy Award winning "March Madness On Demand", **CBS Sports**, CBS News, CNET, and CBS.com.
- Charged with running development, production, and post for CBS Mobile show schedule.
- Managed marketing strategy and brand creative for CBS Mobile Channel making it the second highest rating out of twenty verticals on the Flo TV platform.

Senior Vice President/Executive Consultant, Creative Services

Burbank, CA

REALITY CHECK | CREATIVE ASYLUM | NEW WAVE ENTERTAINMENT | FIREFLY

01/2004 – 07/2006

Directed all creative and teams to implement B2B Upfronts/ launches for CBS, FOX, NBC with record breaking ratings. Oversaw all music compositions and direction.

- Notably managed and launched marketing for "Jericho" (CBS) and the creation of the Showst 3-D "Expand - Spongebob" movie. High profile engaging advertising campaigns for Disney, Paramount, and Warner. Highlights include Dreamwork's movie, "Over the Hedge" trailer starring Steve Carell, and "Firewall," starring Harrison Ford (multiple languages).
- Managed negotiation/industry relationships between NBC and owned PAX Television.
- Oversaw marketing, branding for NBC-Bravo, The WB, Fox, Paramount.

Head of Theatrical

Burbank CA

Studio City

01/2002 – 01/2004

Quarterbacked all marketing campaigns of theatrical run films, network MOW's, and dramas for the agency marketing group. Produced compelling and targeted brand identity and messaging; clients included NBC, CBS, and Walt Disney Pictures. Secured movie campaign exclusive with CBS, delivering the #1 campaigns for "Lucy" and "Martin Lewis" while simultaneously running all NBC's competitive movie campaigns.

EDUCATION

California State University, School of Communications

Northridge, CA

Bachelor of Arts, B.A., Television, Radio, Film

1996

DESIGN & MARKETING AWARDS

2x Emmy Award Winner, including Outstanding Program Interactive, March Madness on Demand
GSMA Award Winner / 3x Meffy Award Winner / 6x Telly Award Winner

NOTABLE AFFILIATIONS

SAG-AFTRA

2004 – present

Promax

2011 – present

EMMY Awards, Judge

2017, 2012