

# ZACK LIEBERMAN

zack@exitstrategy.tv // +1-646-596-6626 // zdLLdz.com // exitstrategy.tv // maxandcharlie.com // zdLLdz.tumblr.com

## UNIVERSITY OF SOUTHERN CALIFORNIA (USC) // LOS ANGELES, CALIFORNIA // 2001 - 2005

// Pre-med BA in Social Science, with an emphasis in Psychology; a few credits short of a minor in Cinema-Television; six-time Dean's List award winner.

## CO-FOUNDER, EXECUTIVE PRODUCER, HEAD OF PRODUCT // EXIT STRATEGY NEW MEDIA // EXITSTRATEGY.TV // JANUARY 2009 - NOW

// Lead design/development/art direction for our consulting unit, which has garnered clients a combined 50+ million pageviews per month from 70+ countries;  
// Co-creator/writer/director/editor/designer/producer of Webby Award winning online series The West Side (thewestside.tv);  
// Co-creator/writer/director/designer/producer of groundbreaking interactive transmedia property 3RD RAIL (in development);  
// Selected for participation in Dogfish Accelerator program for cutting-edge film and interactive properties;  
// About a zillion other things related to running a modern design/development/production company!

## CHIEF INNOVATION OFFICER, PRINCIPAL INVESTIGATOR // ZYNDO LLC // ZYNDO.COM // DECEMBER 2014 - NOW

// Head of product and technical development for cutting-edge interactive publishing platform (for publishing to iOS, Android, Xbox, Playstation, VR/Oculus Rift);  
// Principal investigator for applied grant-supported research studies.

## WRITER, DIRECTOR, PRODUCER, PUBLISHER // MAX & CHARLIE PRODUCTIONS // MAXandCHARLIE.COM // FEBRUARY 2011 - NOW

// Leading the charge for my stereoscopic 3D feature film, graphic novel, and video game: a young boy's Alice in Wonderland set in New York City;  
// The graphic novel was released Fall 2016 (please inquire to see some lovely samples!); the feature film and video game are in pre-production;  
// 4+ years of extensive research/writing on the creation of a feasible 3D workflow for independent content creators.

## SENIOR PRODUCER // SONY PICTURES TELEVISION & HARPO // DOCTOROZ.COM // NOVEMBER 2010 - FEBRUARY 2011

// Launched and oversaw online content production and publishing for doctoroz.com, a site with 30+ million pageviews per month;  
// Developed, produced, and launched multiple original sponsored video series (for digital and TV distribution), including co-branded live event streaming with social media integrations and live medical research teams;  
// Led design/development/implementation of multi-platform video advertising system with 50+ million monthly impressions;  
// Managed complex technical advertising integrations for dozens of Fortune 500 advertising clients;  
// Oversaw design/development/launch of a wellness-related interactive social network with 2+ million active users;  
// Led design/development for myriad other digital initiatives; I was there from the beginning and helped build this into a beast of a business!

## SENIOR PRODUCER // MTV NETWORKS & REAL NETWORKS & VERIZON WIRELESS // RHAPSODY.COM // JANUARY 2008 - JANUARY 2009

// Launched, produced, and managed entire MTV Networks (MTV, CMT, VH1) presence within the new digital music service (resulting from a multi-company merger between MTV, Real Networks, and Verizon Wireless);  
// Acted as primary liaison between MTV programming and Real Networks development teams;  
// Integral in the front-end redevelopment of existing Rhapsody digital music service to reflect the new co-branding and strategies;  
// Assisted in the production-side redevelopment of new streamlined content management system;  
// Developed, shot, and produced MTV/Rhapsody co-branded video content, including sponsored concert series (for digital and on-air).

## PRODUCER // MTV NETWORKS // URGE DIGITAL MUSIC SERVICE // URGE.COM (OFFLINE) // APRIL 2007 - JANUARY 2008

// Produced and managed all MTV, VH1, and CMT integrated content for the digital music service, including all weekly on-air shows and events content;  
// Led distribution production for bleeding-edge internet video applications (including patent-pending interactive development);  
// Primary on-the-ground liaison between the music service (basically a startup within the company) and the established MTV, CMT, and VH1 programming teams;  
// Designed and art-directed all digital imagery for MTV/VH1/CMT-branded homepages, franchises, features, events, and cross-site promotions.

## WINNER OF THE 2008 WEBBY AWARD FOR BEST DRAMA SERIES // THE WEST SIDE // THEWESTSIDE.TV

// Co-produced/wrote/directed/edited independent "urban western" web series; led website design/development.

## WINNER OF THE 2011 DAYTIME EMMY AWARD FOR BEST INFORMATIONAL TALK SHOW // THE DR. OZ SHOW // DOCTOROZ.COM

// Led digital design/development/production for digital unit of daily Sony Pictures Television-Harpo co-production (see above!)

## ONE OF THE "25 NEW FACES OF INDEPENDENT FILM" // FILMMAKER MAGAZINE // SUMMER 2008

## SEASONED DIGITAL CRAFTSMAN WITH BROAD WORKING KNOWLEDGE OF OPERATING SYSTEMS AND PRODUCTIVITY SUITES, INCLUDING:

// Non-linear video editing systems (Final Cut Pro, Avid, Adobe Premiere Pro, Sony Vegas, After Effects);  
// Graphics softwares (Adobe Photoshop, Illustrator, InDesign) and web development tools (Adobe Dreamweaver, Flash);  
// All modern web authoring languages (html 4/5, css 2/3, php, ActionScript, JavaScript, Sass, LESS) and modern development trends (responsive, etc).

I speak regularly on international panels discussing the state of cross-platform storytelling ("transmedia") and I spend my free time thinking about Space, artificial intelligence, chaos, and the future. My primary academic interests are in the evolutionary psychology paradigm for artificial intelligence research... And Hitchcock!