

# GUY LIA

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## SUMMARY OF QUALIFICATIONS:

An award-winning development & production executive in TV/Film, digital marketing & Advertising with more than 20 years of experience as an innovative strategist, creative thinker and problem solver in the areas of Scripted & Non-Scripted TV & Film Development, Digital & Social Media Marketing, Advertising, Production Management, Relationship Building & Management at all executive levels.

## AREAS OF EXPERTISE:

- Development for Scripted & Unscripted
- Trend Forecasting & Ideation
- Balancing Multiple Projects & Priorities
- Business Development & Sales
- Leveraging Contacts & Relationships
- Budget Creation & Management
- Brand Building & Brand Activation
- Production Management (Lrg & Sm Team)
- Program and Project Management
- Interactive/Digital Marketing/Advertising

## EXPERIENCE:

**Simon & Schuster/Howard Books**                      **Los Angeles, CA**                      **November 2018 - Current**

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Co-Writer of the book, Marriage Triggers - Due Jan 28<sup>th</sup>, 2020

**Storehouse Media Group**                      **Los Angeles, CA**                      **Oct. 2012 – Current**

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Entertainment Production Co. focused on Family Entertainment across all mediums

*Producer*

- Producer(/Creator) of a family dramedy series at Netflix/Hallmark in association w/Walden Media
- Created, pitched and sold unscripted pilot to ITV America & Red Bandit Media.
- Currently pitching 3 new series to USA, Amazon, ITV Studios, HBO, AT&T, Spectrum, FX, Hello Sunshine, etc.
- Leading the development of more than 23 scripted and unscripted series and 5 feature films
- Successfully negotiated the no-cost option of 19+ novels from 5 prolific novelists for Film & Television Devel.
- Conceptualized and built a unique Production Co. to fill an ever-growing need in the entertainment industry
- Created and produced 6 presentation pilots for unscripted reality series currently being developed
- Closed the international distribution deals for two films solidifying strategic relationships with distributors
- Adept at leveraging contacts & relationships made over 12+yrs to open doors at studios, agencies & networks

**KSBY Channel 6 - NBC**                      **San Luis Obispo, CA**                      **Oct 2011 – April 2012**

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Local News Channel – Account Management, Ad Sales, Commercial Production

*Account Executive – Ad Sales, Marketing, Broadcast Commercial Development & Production*

- Actively managed an account portfolio of 43 active clients while aggressively pursuing new business
- Successfully increased a book of business worth 750k annually while increasing major accounts by 20%+
- Wrote, directed, produced commercials for the entire account portfolio in both Web and Broadcast mediums
- Achieved highest Ad Placement for NBC Summer Olympics

**Storehouse Media**                      **Los Angeles, CA**                      **May 2009 – Sept. 2012**

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Entertainment & Media Marketing Company

*CONSULTANT/Contract for Hire - Digital Marketing, Social Networking, Brand Development*

- Lead strategic development of websites, marketing and social media plans for small to mid-sized co's. & Blogs.
- Developed, launched & managed a large scale B2B site for an Aerospace manufacturing company - SEO, Social Media, Products Pages, White Papers, etc. resulting in a massive increase in exposure and business
- Consulted on the successful attainment of development RFP's for multiple clients. (San Disk, Cisco Systems, etc.)

**LEVEL Studios, A Rosetta Company (Publicis)**                      **San Luis Obispo, CA**                      **July 2010 – October 2011**

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Creative Agency specializing in Digital Marketing/Advertising

*Account Executive (Jan 2011 – Oct 2011)*

- Managed a stellar team of 6+ in the creation, development and delivery of numerous online marketing initiatives for BlackBerry/RIM (Research In Motion) in Asia Pacific (APAC) & Europe/Middle East/Africa (EMEA)
- Initiated the rapid increase in new business sales from \$50k to more than \$1.2 million dollars across all accounts/Countries. Cultivated beneficial relationships with multiple stakeholders and external vendors, successfully doubling the accounts growth within the first 2 months of account oversight.

- Managed the complete process flow: scoping, production, budgetary compliance and delivery on numerous interactive initiatives as both Account Executive and Project Manager (Pitch to delivery) during above mentioned account growth.
- Successfully managed and lead the development process in support of numerous B2B & B2C product to market initiatives, **ie, the 2012 Rugby World Cup Mobil App & sweepstakes**

*Program Manager (July 2010 – Jan 2011)*

- Directly managed a Client Services team of 6+ as well as supporting the management of 40+ in the scoping, creation, development and delivery of numerous online marketing initiatives for RIM (Research In Motion) with account activity growing to 1.5 million+ monthly.
- Oversaw resource planning, tracked budget health and improved process planning for all business

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### **Big Picture Group (BPG)**

**Los Angeles, CA**

**October 2009 – March 2010**

Creative Agency specializing in Interactive, Print & Broadcast Marketing/Advertising

*Project Manager/Producer & Account Executive*

- Successfully managed a creative team of 8+ in the attainment, scoping, creation, development and delivery of numerous online marketing initiatives: Warner Bros/ INVICTUS Teaser Website, Maple Pictures/DAYBREAKERS Viral Video, TV Land /HIGH SCHOOL REUNION 3 online advertising campaign, WGBH/FREEDOMLAND website, Maple Pictures/Enterprise iPhone App, Fox Theatrical International/DATENIGHT online advertising campaigns.
- Responsible for the origination of new business channels and attainment of ongoing sales of company's core offerings & services in interactive advertising: banners, microsites, websites, iPhone apps, Facebook games, etc.

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### **Six Foot Studios**

**Los Angeles, CA/Houston, TX**

**March 2007 –April 2009**

Fully Integrated Creative Agency specializing in Interactive, Technology, Branding & "Orgineering"

*Account Executive & Project Manager/Producer*

- Created new business channels and attained ongoing sales of company's core offerings & services: Interactive, Experiential, Metrics, SEO/SEM, Branding, Orgineering, Consumer Products, 2D & 3D Animations, etc.
- Immediately revitalized the companies Entertainment Division closing a number of "A" level initiatives
- Generated new business sales in excess of \$350k in the first year of employment with Sony, Paramount, etc.
- Mined, cultivated and secured the exclusive opportunity to scope and budget a multimillion-dollar re-branding effort for a well-known, international brand budgeted at more than \$20 million.
- Supervised team of 40+ in creating, developing and delivering a number of stellar interactive web projects: Warner Brothers/He's Just Not That Into You, Sony Pictures Television/Cashmere Mafia, Overture Films/TRAITOR, Sony Pictures Television/Emmys Website, Warner Home Video/WHVDirect B2B site, etc
- Managed the complete process flow, budgetary compliance and delivery on numerous interactive initiatives as both Account Executive and Project Manager (Pitch to delivery)
- Lead the daily fulfillment and maintenance for the Warner Home Video B2B website

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### **Sony Pictures Television**

**Los Angeles, CA**

**April 2002 – March 2007**

Scripted & Unscripted Development & Current Programming for Broadcast & Cable Television

*Manager, Creative Affairs – Development & Current Programming*

- Supervised team of 5+ in support of all network/cable television development activities
- Participated in pitch meetings, notes calls, casting sessions, pre-production, production & post editing
- Produced during my tenure: ABC/Cashmere Mafia, CBS/Rules of Engagement, FX/The Shield, CBS/King of Queens, FX/Damages, Crackle.com, CBS/Til Death, TBS/10 Items or Less, Comedy Central/Boondocks, FX/Breaking Bad, etc.
- Created and maintained critical external relationships with Writers, Agents, Managers and Network Executives
- Mastered trend forecasting and analytics for project development in the television/entertainment marketplace

### **AWARDS & ORGANIZATIONS:**

#### **Houston Advertising Association (Addy) – 2009**

- Gold Addy – "He's Just Not That Into You" Warner Bros. & "Cashmere Mafia" ABC & Sony Pictures Television
- Silver Addy – Overture Films, "Traitor" & Warner Home Video Newsletter templates
- Citation of Excellence - "Cashmere Mafia" ABC & Sony Pictures Television & Overture Films, "Traitor"

**Junior Hollywood, Radio & Television Society (JHRTS) - Executive Board of Directors 2004 – 2006**

#### **S.E.R.T. – Special Equestrian Riding Therapy**

- Trainer of special needs children & adults developing muscle coordination through riding skills

### **EDUCATION:**

**Pepperdine University, UCLA**

**Malibu, Los Angeles, CA**

B.A. in Sociology, Emphasis in Youth & Human Service Administration (Non-Profit Organizational Management)

EMT1-A UCLA

- Pepperdine Rugby Club, Team Member & Athletic Trainer