

WHITNEY ROSENTHAL

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YouTube: Senior Creative Strategist - Los Angeles, CA (2012 - Present)

- 5-years of Global Creative Direction & Production for YouTube's studio team, catalyzing press-worthy creative campaigns and content opportunities for Influencers to increase quality and innovation.
- Creative Director for dozens of unique first-ever YouTube creative programs with top global influencers, emerging digital talent, and Hollywood celebrities, producers and directors.
- Creative Lead for bi-annual global YouTube programs hosted in 11 cities: LA, NYC, London, Berlin, Paris, Toronto, Sao Paulo, Tokyo, Mumbai, Rio and Dubai.
- Built an extensive global network of next generation digital talent, in front of and behind the camera, with an emphasis on and passion for female empowerment.
- Creative Lead for a team of 10 Executive Producers who catalyzed over 100 high profile creative YouTube campaigns such as YouTube's Women's Initiative, House of Horrors with Guillermo del Toro and World of Superheroes with Stan Lee. Each program combined creative development, operations and legal, talent recruitment, production, release strategy, distribution, PR and marketing.
- Established internal process for quantitative and qualitative analysis of global creative campaigns.

Sundance Institute: Artist Consultant - Los Angeles, CA (2011 - 2012)

- Consulted one-on-one with Sundance Film Festival alumni documentary and feature filmmakers, strategizing the best timing and platforms for the digital release of their film in conjunction with a custom, grassroots digital marketing campaign (social media, PR, digital content, and paid media) to broaden the film's audience.

Warner Bros. Pictures: Manager, Digital Marketing - Burbank, CA (2009 - 2011)

- Managed the creation and development of over 100 high-profile digital film marketing campaigns.
- Oversaw Special Projects division, creating original digital video series and live-streamed premieres.
- On-boarded and managed dozens of creative production and digital media vendors.
- Managed social media accounts for some of the most iconic franchises (Harry Potter, The Dark Knight).

Yari Film Group: Digital Theatrical Marketing - Los Angeles, CA (2007 - 2009)

- Created and managed dozens of digital film campaigns in-house, including online publicity, creative ad units, websites, EPK and creative materials, digital video, and social media.

Universal Music Group: Licensing for Film & TV - Santa Monica, CA (2007)

Fat Caddy Records: Music Manager - Austin, TX (2005 - 2007)

EDUCATION: (2004-2007)

BS in Radio-TV-Film, Digital Art & Media — University of Texas at Austin

SKILLS: Creative Producing & Directing, Creative Strategy, Digital Marketing, Video Development & Production, Copywriting, Digital Formats: Episodic, Short Film and Feature-length Content, Operations, Scheduling, Legal Contracts, Budgeting, Content Marketing, Social Media, Screenwriting, Mobile App & Database Systems, Content Release & Distribution, Video Data & Sentiment Analysis, Media Buying, UX, Adobe Creative Suite, Front-End Coding, Graphic Design, Conversational French & Beginner German