

Hawk Younkins

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Summary

A media, sports and film industry veteran of over 8 years, my passion for entertainment and business management are reflected in my experience. I enjoy working in small or large teams, with experience in managing and developing a results oriented team and great work environment. As a producer & media director with work ranging from development and packaging to directing and producing. As a screenwriter, I offer a range of successful pitches and concept development. As a director, my creative and leadership has led to industry recognition.

Experience

VP of Operations & Director of Sponsorships [Omni Sports Management]

New York, NY — 2015 - 2018

- Managed and budgeted operations while successfully growing our digital viewership by 310% and live attendance over 160% in two years. Decreased operating budget by 30%
- Redesigned the marketing, advertising and sponsorship strategies for the company.
- Introduced new sponsors: Budweiser, U.S. Army, Buffalo Wild Wings, Aloft Hotels, etc.
- Managed content distribution, advertisements and ongoing pay-per-view revenue share
- Coordinated internet broadcasts and handled media/press relations for each event.
- Boosted OSE's ratings by 118% through a targeted social media marketing campaign.
- Executed strategic communications plans, integrating media relations, development of brand identity, policy advocacy, social media and events; primary spokesperson

Director of Media & Television Producer [NBC — Universal]

Universal City, CA — 2010 - 2015

- Managed advertising content and coordinated advertiser's content needs and product placement within scripted and reality shows during production.
- Effectively implemented new original content for the studio within budget and timelines
- Developed marketing strategies and press releases for target demographics.
- Oversaw all phases of video production for shows. Incorporated advertisers and products into shows to increase product placement revenue 120%.
- Supervised 30 staff members, including offering feedback and enforcing deadlines.
- Responsible for all print and broadcast rights & permissions requests.

Director of Marketing & Broadcast Producer [MTV Studios]

Santa Monica, CA— June 2007 - July 2010

- Promoted to management of production for MTV News.
- Successfully coordinated development of content in studio and on location.

- Implemented tv & radio marketing avenues for numerous studio programs
- Managed all music clearances and cue sheets in Music Reader & incorporated advertisers and products into shows.
- Boosted MTV News ratings by 130% by through a targeted social media marketing campaign.

Education

University of Idaho

Bachelor of Arts: TV & Film Manatement — 2001 - 2005

Member of Student Government, 3.6 GPA

Coursework: Media Analysis, Communications, Public Relations and Media Relations

Certificate in Creative Writing for Media

Football Scholarship

University of California – Los Angeles

Masters of Fine Arts: Producers Programs - 2007

3.4 GPA

Coursework: Journalism & Photo Journalism, Directing & Screenwriting, PR & Media Relations; Certificate in Creative Writing for Media

Skills

- Microsoft Office Suite
- Adobe After Effects, Photoshop, Story & Premiere, Movavi, Adobe Illustrator
- Google Analytic & Adwords, SEO, Hubspot, Vocus, Salesforce
- Broadcast Production, Media Buying, Television, Print & Broadcast Journalism, Digital Video Production, Nielsen Research
- Languages: English (native), Afrikaans, Spanish (conversational)
- Awards: *Sean Gair Award*: Community Leadership

Interests

Athletics, Hiking, Rock Climbing, Museums, Festivals, Skydiving, Scuba Diving, Ceramics

Work Sample

www.youtube.com/watch?v=A1maJzZTIKQ

References

Available upon request.