

FRANK CZUCHAN

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STRATEGIC MARKETING EXECUTIVE

Delivering Excellence in Brand Visibility, Creative Development, and Customer Acquisition

Accomplished **Marketing Executive** and brand energizer with extensive experience leading world-class marketing campaigns, enhancing brand awareness, and generating action for programs, products, and initiatives. Notable success in developing data-driven marketing campaigns for customer acquisition and retention. Key contributor to strategic planning effective in managing and developing long-range growth plans. Respected as a dynamic team leader and creative solutions provider.

Areas of Expertise

Brand Creative | Market Positioning | National & New York DMA Media Planning
Digital, Social, & Advanced Media Trends | Performance & ROI Measurement | Multi-Million Dollar Budget Oversight
Campaign Optimization | 360° Multi-Channel Brand Strategy | Customer Segmentation and Targeting

PROFESSIONAL EXPERIENCE

AMC NETWORKS, New York, NY

2016-Present

Vice President, Brand Strategy and Marketing – WE tv

Direct branding and creative strategy for WE tv content including series and franchise launches, marketplace positioning, audience targeting, media planning, and tent pole execution. Design and implement creative elements for on-air, off-air, press, digital, mobile, search (SEO), email, radio, over-the-top (OTT), viral and social marketing, live events, out-of-home, and partner touchpoints. Develop behavioral and contextual target segments for optimized results.

Achievements:

- Developed and executed *Mama June From Not to Hot* within the first 90 days; launched a strategic marketing campaign resulting in the highest rated WE tv premiere in the network's history.
- Initiated and beta testing innovative digital, social, and mobile marketing platforms that outperform KPIs.
- Oversee and execute all paid, earned, and owned media planning and strategy.
- Forged strategic relationships with digital channels including Facebook, Google, Twitter, YouTube, OTT partners (Hulu/Amazon); building brand awareness and conversations through targeted messaging.
- Lead all creative development ensuring consistent brand messaging and quality control on all touchpoints.

NEWSDAY/ CABLEVISION, Melville, NY

2010-2016

Group Vice President, Brand Strategy and Marketing – Newsday Media Group

Oversaw brand & creative strategy, GTM planning, media buying, creative execution, and research for consumer promotion and advertising sales support; launched products, developed franchises, and facilitated brand proposals. Led television, print, website, search engine optimization (SEO), direct marketing, social media, live events, and marketing research for The Newsday Media and Cablevision Media Sales. Led a 15+ marketing team.

Achievements:

- Innovated a new digital brand philosophy for Newsday, the 10th largest newspaper in the U.S.
- Created branded websites, email newsletters, and pioneered social platforms & mobile apps to build Newsday's brand awareness and fuel daily brand engagement.
- Served as an Executive Team member; pioneered Cablevision's set-top box data gathering and analytical capabilities including viewership trends; audience engagement and tune-in analytics.
- Thought leader and brand consultant for Cablevision and Newsday's local advertisers and national clients.
- Developed customized multiplatform media plans for Cablevision and Newsday clients that drove new business.
- Oversaw Newsday's customer acquisition and retention strategy including pricing, optimizing acquisition channels, and promotion for print, digital, social, and mobile brand franchises.
- Responsible for the creative development of all brand touchpoints including television, digital, social, print, & OOH.

NICKELODEON, New York, NY 2000-2009**Vice President, Creative Resources – Marketing, Advertising, and Public Affairs - Nickelodeon**

Managed brand strategy and creative execution for on-air, off-air, and digital branding, client campaigns, partner promotions, public service initiatives, print and out-of-home marketing, ad sales support, upfront strategy, affiliate support, live events. Led, managed, and mentored a 20+ employee creative team.

Achievements:

- Grew the Nickelodeon brand into the #1 affinity brand for kids, families, promotional partners, and advertisers.
- Successfully delivered brand creative that expanded youth programming including *SpongeBob SquarePants* generating \$12B in merchandising revenue for Nickelodeon over 12 seasons, the \$11B *Dora the Explorer* available in 33+ languages, and the \$1B *Blue's Clues* show syndicated in 120 countries.
- Translated the brand to new lines of businesses in the GTM strategy of ground-breaking Nick franchises such as *The Nick Hotel*, *The Nick Cruise Ship*, *Nickelodeon Paint Collection at Home Depot*, and *Dora the Explorer Live Tour*.
- Drove network on-air and off-air branding; established a look, feel, voice, sound, and emotional connection for the Nickelodeon brand.
- Established and led Nickelodeon's in-house advertising team; delivered brand content and multiplatform marketing campaigns for Nickelodeon Consumer Products.
- Leveraged social media, user-generated content (UGC), online gaming in collaboration with traditional touchpoints to improve viewer engagement, built awareness, and generated viral buzz for Nickelodeon initiatives.
- Pioneered the Kids Pick the President Campaign in 2008; generated 3M in kids' online votes using social media, gaming, ad texting platforms as the first campaign using modern technology at Nick. Honored for The Best in Public Service by Common Sense Media due to the overwhelming success of the campaign.
- Maximized marketing efforts to maintain a unique brand voice and identity.

Earlier Professional Experience

Executive Producer, Nick at Nite On-Air Promotions, Viacom, New York, NY (2 years); Led and implemented brand strategy and on-air promotion including short-form programming, series launches, day-part packaging, viewer retention stunts, tune-in, and episodic promotion, special events, network IDs, and brand image production.

Chief Executive Officer/Producer/Director, No MSG Productions, Inc., New York, NY (2 years): Founded a production company specializing in branding, on-air architecture and navigation. Served as a member of the TV Land network launch team in development and execution of on-air branding, tune-in, bumpers, and short form programming. Managed several high-profile client projects for broadcast and cable networks including CBS/Late Night with David Letterman, Comedy Central, USA Network, ESPN, MTV Networks, Sci-Fi Channel, VH-1, ABC News, and the Discovery Channel.

EDUCATION

MBA, Cornell University, Johnson School of Management, Ithaca, NY

B.S., Television Production, Syracuse University, Newhouse School of Communications, Syracuse, NY

B.S., Marketing, Syracuse University, Crouse-Hinds School of Management, Syracuse, NY

AWARDS

PROMAX and BDA Gold, Silver, Gold, and Bronze Awards for Network Branding, On-Air Promotion, and Public Service Campaigns, **AP Awards, Mark Awards, Telly Awards, Creativity 31** (1996-2016); **Golden Beacon Award ACC Highest Honor for Best in Public Service** (2009 & 2010), **Honoree for The Best in Public Service**, Common Sense Media – “Kids Pick the President Campaign” (2009), **National Committee for Quality Assurance Health Quality Award** – Lets Just Play (2007); **Beacon Award Winner for Brand Reputation and Support Materials** – Lets Just Play (2006), **2x Emmy Nomination for National Public Service Campaigns** – How to Be Well and Dancing Foods (2005),

Beacon Award Winner for On-Air Public Service Campaign – Lets Just Play (2005), **PROMAX Gold Award for Advertising Sales Marketing** – Nick at Nite Rainy Day Blues (2001)