

# BRANDON GROSS

bg@urgentcontent.com  
917.310.1480  
@the\_bg

2118 Wilshire Blvd #996  
Santa Monica, CA 90403

15 Park Row Apt 23F  
New York, NY 10038

## EXPERIENCE

### **URGENT CONTENT INC.**

FOUNDER / CATALYST / CEO

Los Angeles, CA / New York City, NY

August 2009 – Present

Urgent Content is a strategic advertising firm specializing in “authentic content” marketing across multiple media platforms, serving major brands and agencies, and achieving annual revenue of \$1MM+. UrgentContent.com

- Chief of Development resulting in 2+ years of continued growth
- Brainstorm and Idea Catalyst
- Primary point of contact for all clients
- Team Builder, managing 12+ staffers across multiple disciplines
- Developed and Produced 90+ TV Commercials, 120+ Web Videos, and 5+ Interactive Campaigns that include Twitter and FB integration
- Develop and maintain ongoing vision for company pitch collateral

Clients include: Flip Video, CISCO, GOOD Magazine (Ford Motors), Loehmann's, Mekansim and Razorfish (Publicis)

### **CURRENT MEDIA, LLC.**

DIRECTOR, INTEGRATED MARKETING—BRAND ENGAGEMENT

San Francisco, CA

January 2008 – May 2009

At Current Media, Al Gore chaired TV and digital media property, I was responsible for overseeing strategic partnerships, creative development, client relations, and idea generation of the company's sponsorship partners and advertisers.

Lead team developing customized online, offline sponsorship packages for global advertisers; reporting directly to SVP, Marketing

- Drive product development in conjunction with online and on-air programming stakeholders to create custom integrated opportunities for clients resulting in \$10MM+ in ad sales revenue
- Manage VCAM (Viewer Created Ad Message) program; the first user-generated television advertising program, including all facets of pre-production, campaign flight, promotion/outreach, and brief development resulting in over 10 successful UGC advertising efforts
- Manage campaigns for clients that include Toyota, Wachovia, T-Mobile, and L'Oréal Paris
- Collaborate with ad sales team prior and during all client pitches
- Supervise production of long-form advertising content on behalf of major advertisers
- Lead cross-departmental committee focused on advertising model innovation and monetization

## EXPERIENCE CONTINUED

### **CURRENT MEDIA, LLC**

#### **CREATIVE EXECUTIVE/SUPERVISING PRODUCER – VIEWER CREATED CONTENT**

San Francisco, CA

June 2007 – January 2008

As a Creative Executive and Supervising Producer at Current, I was tasked with identifying compelling content; developing ideas from the beginning to seeing them through post-production and broadcast. Success was hinged on innovative thinking, creative execution, cross-departmental communication, and a commitment to follow through.

- Responsible for the creation, development and production of original content; including content licensing deals and creating creator outreach program
- Managed all phases of television programming and production for 1/3 of the network's programming
- Manage \$500k+ budget for content production and acquisition
- Led producer outreach efforts, resulting in 20% increase in participation over 4 months and growth of creator database by over 50%
- Principal creator and supervising producer of key brand franchises; (Street Styles)
- Successfully identified marquee content properties and negotiated licensing deals for online and on-air distribution

### **UNITED TALENT AGENCY**

#### **AGENT TRAINEE / COORDINATOR**

Beverly Hills, CA

July 2004 – November 2006

Charged with creating and exploring business opportunities for the company in digital media by a senior partner.

- Generated opportunities and negotiated deals for agency clients in mobile and digital media
- Support Nick Stevens, Board Member/Head of the Talent Department in all aspects of corporate management

## CREATIVE PORTFOLIO

### **"2 MONTHS \$2 MILLION", G4 TV (COMCAST GROUP)**

CREATOR / PRODUCER

May 2009 – August 2009

Created and produced 10 -episode unscripted 1/2 hour documentary television series for G4 TV Network.

- Develop marketing efforts, including digital campaign (Twitter and interactive integration)
- Manage social media integration
- Create series story arch and episode act structure

## PUBLICATIONS

### **AD WEEK**

Published Article, January 2011

“The Key to Capturing Brand Authenticity” By Brandon Gross

## ACCOLADES

2010 - Cross Agency Team Wins Media Plan of the Year, for overall media plan, best use of TV \$10 to \$25 Million for CISCO Consumer Products Flip Video

## REFERENCES

**Simon Wood-Fleming**, VP CISCO Consumer Products, (Client)

**Joe Crump**, SVP, Razorfish, (Client)

**Richard Kirshenbaum**, Chairman/Founder, Kirshenbaum, Bond, Senecal and Partners

**Kerri Kelly**, Global Catalyst, Off the Mat Into the World,

**Michael Kassin**, Chairman, MediaLink LLC

**Greg Stern**, CEO, Butler Shine Stern and Partners

## EDUCATION

### **BROWN UNIVERSITY**

BACHELOR OF ARTS Modern Culture and Media

Providence, RI

1999 - 2003