

ALITA RENÉE HOLLY

AWARD-WINNING DIGITAL CONTENT PRODUCTION EXECUTIVE

Proactive Implementation Strategies / Creative Leadership / Delivering Results

Veteran digital entertainment industry executive, with astute market awareness, substantial industry contacts and keen market instincts seeks position that will draw on talents and allow for growth. Highly motivated, experienced and focused, with proven track record developing exceptional, award-winning and innovative content for mobile, broadband, DVD and DVD-ROM. Well-versed in multimedia entertainment product development from conception to successful conclusions. Exceptional at breaking down strategies into tactical plans and processes to achieve aggressive business goals (ROI). Exhibits excellent written and verbal communication skills with an aptitude for highly persuasive and effective presentations to media, studio executives and filmmakers. Established ability to lead cross-departmental teams to achieve project objectives and meet tight deadlines. Employs a collaborative management style, as well as proactive and inventive approach to problem-solving. Proven faculty for resourceful thinking that generates win-win outcomes and builds strategic alliances. Particularly effective at negotiating and collaborating with various stakeholders to produce win-win solutions. Superior grasp of technical as well as creative aspects of production.

CORE LEADERSHIP COMPETENCIES:

- Strategic Planning & Execution
- Content Management Solutions
- Budget Planning & Management
- Contract Negotiations
- New Business Development
- Global Branding & Marketing
- Viral Marketing Strategies
- Digital Media Technologies
- Business & Resource Planning
- Cost Reductions & Profit Growth
- Cross-platform Content Programming
- Product Development & Launch

PROFESSIONAL EXPERIENCE

Digital Content & Media Solutions Specialist, Los Angeles, CA Entertainment Industry

2006 – Present

Consult for various enterprises, including Criterion Collection, Omelet LA, Organa and Janus Films.

Provide comprehensive digital media solutions for entertainment industry clients. Specialize in digital marketing and merchandising strategies, including video, mobile (SMS and WAP), content management (CMS), interactive community features, social networking, search engine strategies (SEM) and (SEO), e-commerce, viral marketing, widgets and games.

Oversaw production of four websites for Omelet LA:

- <http://village.crashbandicoot.com/> Social networking flash minisite for *Crash® of the Titans* game, with widget.
- <http://lair.spyrothedragon.com/> Tween social networking and games flash minisite and widget for *The Legend of Spyro™*.
- <http://www.prototypegame.com/> Flash microsite for *Prototype™* game for young adults.
- <http://www.g4tv.com/codemonkeys/index.html> Companion site & widget for G4 television show, *Code Monkeys*.

Lotus Interworks / Alacre, Los Angeles, CA / New Delhi, India Vice-President, Content Production & Creative Development

2005 – 2006

Mobile content solutions provider for various entertainment brands.

Directed all production and product development activities, including UI design, engineering, web marketing, project management and platform development. Managed over 45 direct / indirect employees in the U.S. and India. Devised strategic plan to improve profitability, quality, costs management, and delivery performance. Oversaw all marketing policies, objectives, initiatives and competitive strategies for new and existing business. Researched, identified, and executed improvement opportunities within sales, quality control and project management through performance measurement and process analysis. Managed all phases of the project lifecycle, including data gathering, design, development, testing, training and deployment of business solutions. Developed and implemented new risk and change management policies, including an overhaul of the bidding process, to minimize business exposure, while significantly reducing costs from client-initiated scope-creep.

Selected Highlights:

- Increased productivity for outsourcing operations to India by 20% by deploying a company-wide MS project server.
- Performed forecast trend analysis to identify potential market opportunities to ensure profitability targets were met.
- Oversaw multiple simultaneous application development and cross-carrier, multi-handset porting projects, including:

DEVELOPMENT PROJECTS

PORTING ONLY PROJECTS

- Rachael Ray's *Recipes On The Run*
- *Consumer Reports® Mobile*
- *Desperate Housewives® Mobile*
- *The Source Mobile Channel*
- *Radio Disney Mobile*
- *Lost® Mobile*
- *TV Guide® Mobile*
- *People® Mobile*
- *Top Gun™ Gulf Crisis*
- *IHRA® Drag Racing 2*
- *20Q®*
- *24™: Agent Down*

PROFESSIONAL EXPERIENCE (CONTINUED)

Blink Digital (Ascent Media Group company), Santa Monica, CA **2003 – 2005**
Executive Producer

Division specializing in DVD menus, Websites, DVD bonus features (commentaries, EPKs, interactive video, games, etc.)

Selected to establish and lead the launch of DVD creative services division at Ascent. Collaborated with talent and studios to create original programming for multiple DVD releases. Directed division communications, while drawing upon extensive contacts with studios, talent and the press in order to cultivate brand value, enhance industry reputation and increase share of emergent market. Led new business development, contract bidding and negotiation efforts. Implemented systems to improve quality control and project management, increasing productivity and cost efficiency. Executive Produced proof-of-concept, searchable database Website of the Archive of American Television's® video collection, featuring video with synchronized transcripts running as subtitles. Assembled and led strong in-house teams: 5 direct reports; matrix responsibility for staff of 28.

Selected Highlights:

- Secured \$2M+ in contracts within first year; \$3.5M in second; 2005 contracts worth \$10M+.
- Executive produced content for multiple DVD titles, winning 6 industry awards for titles produced during tenure.

Organa West, Los Angeles, CA **2000 – 2003**
Executive Producer, DVD Added Value Features

Independent DVD production services vendor for Home Entertainment divisions of Motion Picture Studios.

Produced multiple critically-acclaimed DVD titles. Collaborated with studio executives to drive title-specific media coverage. Wrote press releases for public distribution. Presented on industry panels for DVD marketing and production. Featured in Hollywood Reporter, establishing Organa as pioneer and leader in emerging DVD industry.

Selected Highlights:

- Won multiple contracts to produce high-profile DVDs, by fostering relationships with studios, filmmakers and press.
- Collaborated with marketing, publicity and programming departments to develop and promote new specialty line of special edition DVD products entitled “infinifilm™.”

Columbia Tristar Home Video, Culver City, CA **1998 – 2000**
Senior DVD Consultant, Executive Producer

Executive produced multiple projects assigned to outside vendors, ensuring adherence to tight budgets and deadlines. Developed / advised on marketing strategies, including packaging details, collateral materials for retail and publicity, released through various media and distribution channels, to ensure maximum market impact. Established cooperative relationships with press, talent, agents and related industry insiders to promote brand value. Worked with marketing, sales, publicity and creative services departments to meet marketing objectives and to ensure consistency in product branding. Collaborated with filmmakers and studio executives to develop original programming, strategically designed to enhance the value and appeal of DVD releases.

Selected Highlights:

- Helped establish standards and templates for DVD titles, maximizing efficiency and consumer confidence.
- Produced content for multiple DVD titles, winning 8 industry awards for titles produced during tenure.
- Worked with publicity department to gain substantial coverage in both trade and consumer press for our titles.

ADDITIONAL WORK HISTORY

Organa, L.L.C., New York, NY, Executive Vice-President	1995 – 1998
The Voyager Company, New York, NY, Director, International Sales & Marketing	1993 – 1995
New York University, New York, NY, Manager, University Gift Clubs	1991 – 1993
The Criterion Collection, New York, NY, Manager of Sales & Marketing	1987 – 1991
Janus Films, New York, NY, Manager of Publicity	1986 – 1987
SANE / Peace Action, New York, NY / Washington, DC / Atlanta, GA, Field Manager	1985 – 1986

Selected Highlights:

- Developed and produced pioneering marketing Websites, which included e-commerce, bulletin boards and live chat.
- Negotiated lucrative OEM contract that contributed to a 200% increase in international sales.
- Increased sales in territory from \$1M to \$4M for a network of independent and chain home video retailers.

EDUCATIONAL BACKGROUND

Bachelor of Arts in English and Comparative Literature from **COLUMBIA UNIVERSITY** – New York, NY

AWARDS

Ghostbusters: Collector's Series DVD (Sony Pictures Home Entertainment) — Role: DVD Producer

- **Winner**, 1st Annual Digital Bits Bitsy DVD Awards — Best Use of DVD Features
- **First Runner Up**, 1st Annual Discus Awards for Creative Excellence — Best Consumer DVD
- **Honorable Mention**, 1st Annual Discus Awards for Creative Excellence — Best Technical Achievement

Men In Black: Limited Edition DVD (Sony Pictures Home Entertainment) — Role: DVD Producer

- **Winner**, 2nd Annual Digital Bits Bitsy DVD Awards — Best DVD, Special Edition
- **Winner**, 2nd Annual DVD Festival — Best Use of Menu Features
- **Winner**, 3rd Annual Discus Awards for Creative Excellence — Best Interactive Menu Design
- **First Runner Up**, 3rd Annual Discus Awards for Creative Excellence — Best Additional Features
- **Second Runner Up**, 3rd Annual Discus Awards for Creative Excellence — Best Overall DVD

Frequency: Platinum Series DVD (New Line Home Entertainment) — Role: DVD Producer

- **Honorable Mention**, 3rd Annual Discus Awards for Creative Excellence — Best Use and Integration of Web Content

the Simpsons: the Complete Fourth Season DVD (Fox Home Entertainment) — Role: DVD Producer

- **Winner**, 7th Annual DVD Entertainment Awards — Best Television Series DVD

the Simpsons: the Complete Fifth Season DVD (Fox Home Entertainment) — Role: DVD Executive Producer

- **Winner**, 2005 DVDA DVD Excellence Awards — TV Series DVD Excellence
- **GOLD Winner**, Home Entertainment 2005: BDA Design Awards — DVD Menu

the Simpsons: the Complete Sixth Season DVD (Fox Home Entertainment) — Role: DVD Executive Producer

- **BRONZE Winner**, Home Entertainment 2005: BDA Design Awards — DVD Special Features

Heat: DVD (Fox Home Entertainment) — Role: Executive Producer, DVD Menus

- **BRONZE Winner**, Home Entertainment 2005: BDA Design Awards — DVD Menu

TECHNOLOGY AND TOOL PROFICIENCIES

- **Microsoft Tools:** Office Suite, Entourage, CRM, Visio, Access, Project Server
- **Adobe Tools:** After Effects, Creative Suite (CS3), Acrobat, GoLive, Dreamweaver, Flash, Contribute
- **Apple Tools:** Final Cut Pro/Studio, LiveType, Motion, iLife, Soundtrack Pro, DVD Studio Pro
- **Other Tools:** BBEedit, Final Draft, Xytech Enterprise, WordPerfect, OmniGraffle Pro, Movable Type, Basecamp

FILMOGRAPHY

- **Matt Groening Introduction** (*the Simpsons: Season Five DVD*) — **Executive Producer, Editor**
- **Making Eloise at Christmastime** (*Eloise at Christmastime DVD*) — **Executive Producer, Editor**
- **Matt Groening Introduction** (*the Simpsons: Season Four DVD*) — **Director, Producer, Editor**
- **Bush vs. the Simpsons** (*the Simpsons: Season Four DVD*) — **Director, Producer, Editor**
- **Making Eloise at the Plaza** (*Eloise at the Plaza DVD*) — **Executive Producer, Online Editor**
- **The World of Austin Powers** (*Goldmember DVD*) — **Director, Producer, Editor**
- **Simulating SIMONE** (*SIMONE DVD*) — **Director, Producer, Editor**
- **Art Imitates Life** (*Swingers DVD*) — **Director, Producer, Editor**
- **Getting it Made** (*MADE DVD*) — **Director, Producer**
- **Making Magic out of Mire** (*Rush Hour 2 DVD*) — **Director, Producer**
- **Roots of the Cuban Missile Crisis** (*Thirteen Days DVD*) — **Director, Producer**
- **Bringing History to the Silver Screen** (*Thirteen Days DVD*) — **Director, Producer**
- **The Science and Technology Behind Frequency** (*Frequency DVD*) — **Director, Producer**
- **Metamorphosis of Men in Black** (*Men in Black DVD*) — **Director, Producer**
- **The Boom and Bang of Bad Boys** (*Bad Boys DVD*) — **Director, Producer**
- **Ghostbusters' SFX Team Featurette** (*Ghostbusters DVD*) — **Director, Producer**
- **Ghostbusters 1999 Featurette** (*Ghostbusters DVD*) — **Director, Producer**

DVD PRODUCTION CREDITS

20th Century Fox • Buena Vista • New Line • MGM • Sony • Lionsgate • Miramax • Disney

PRODUCER

- *Against All Odds: Special Edition*
- *Austin Powers in Goldmember: infinifilm™*
- *Bad Boys: Special Edition*
- *The Blue Lagoon: Special Edition*
- *Bratz The Video: Starrin' & Stylin': Special Edition*
- *Central Station: Special Edition*
- *City of Lost Children: Special Edition*
- *Frequency: Platinum Series*
- *Garden State: Special Edition*
- *Ghostbusters: Collector's Series*
- *Hart's War: Special Edition*
- *Idle Hands: Special Edition*
- *MADE: Special Edition*
- *Men in Black: Collector's Limited Edition*
- *Muppets from Space: Special Edition*
- *Rush Hour 2: infinifilm™*
- *S.L.C. Punk: Special Edition*
- *SIMONE: Platinum Series*
- *Swingers: Special Edition*
- *the Simpsons: The Complete Fourth Season*
- *Thirteen Days: infinifilm™*
- *Thirteenth Floor: Special Edition*

EXECUTIVE PRODUCER

- *Because of Winn-Dixie: Special Edition*
- *Cruel Intentions: Collector's Series*
- *Easy Rider: Collector's Series*
- *Eight Millimeter: Special Edition*
- *Eloise at Christmastime: Special Edition*
- *Eloise at the Plaza: Special Edition*
- *Freaky Friday: The Original Classic, Special Edition*
- *Garden State: Special Edition*
- *Garfield The Movie: Special Edition*
- *Guns of Navarone: Special Edition*
- *Heavy Metal: Collector's Series*
- *His Girl Friday: Special Edition*
- *Immortal Beloved: Special Edition*
- *Mr. Smith Goes to Washington: Special Edition*
- *Sleepless in Seattle: Special Edition*
- *Stir of Echoes: Special Edition*
- *Swimming with Sharks: Special Edition*
- *the Simpsons: Bart Wars*
- *the Simpsons: Christmas 2*
- *the Simpsons: The Complete Fifth Season*
- *the Simpsons: The Complete Sixth Season*
- *Young Black Stallion: Special Edition*

PROFESSIONAL AFFILIATIONS

- | | | |
|---|--------------------|-------------------------------------|
| • Academy of Television Arts and Sciences | • <i>socalTech</i> | • High Tech Network |
| • American Management Association International | • <i>ExecTech</i> | • Women in Technology International |
| • Women in Film | • AvantGuild | • The One Club |

VOLUNTEER WORK

Lhasa Happy Homes Rescue, Los Angeles, CA

2006 – Present

Lhasa Apso, Shih Tzu, Maltese and small breed Rescue in greater Los Angeles Area

- Foster rescue dogs while they await permanent homes
- Produced and launched MySpace presence for Lhasa Happy Homes Rescue
- Optimized MS Access database used for tracking medical and placement data concerning all rescued dogs
- Hosted and helped organize fundraising event, raising several thousand dollars
- Provide ongoing technical support for various organizational activities
- Created presence for Lhasa Happy Homes in “Causes” application on Facebook

Ndlovu Medical Center, Groblersdal, South Africa

Summer 2006

Committed to providing first rate medical care in the third world; Provide HIV/AIDS Awareness Training and Testing

- Provided creative and technical training, design services; advised on marketing and communications strategy
- Helped organize five-day HIV/AIDS seminar for the staff of Richard Branson's Private Game Reserve, Ulusaba

Pride 'n Purpose, Ulusaba, South Africa

Summer 2006

Charitable Arm of Ulusaba, committed to helping the disadvantaged communities living adjacent to the reserve.

- Provided technical support for staff of Pride 'n Purpose
- Shot video of organization's community development projects for proposed documentary