

ANIBAL NUÑEZ

MARKETING & CREATIVE UNIT LEADERSHIP



917.519.5318



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SF (East Bay), California



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EDUCATION

Marketing & Media MBA
Fordham University

Communications BA
Marymount Manhattan College

EXPERTISE

OTT and Linear Television

Creative Group Leadership

Creative Direction

Creative Advertising

Brand Identity

Team Leadership

Cross-Functional Collaboration

Integrated Marketing Campaigns

Post Production Workflows

Organizational Design

Video Production

Graphic Design

Copywriting

Producing

Creative Development

Project Management

Copywriting

PROFILE

An award-winning creative executive with over twenty years of sports and entertainment experience in cable and OTT marketing and advertising environments.

I have a proven track record of building and leading cross-functional teams focused on developing campaigns that engage audiences across all mediums and channels, propelling audience and user engagement.

Currently leading a international creative org. tasked with creating and producing experiences and content for integrated global campaigns. Delivering multi-channel static and video assets in service of Crunchyroll's various business units: comprised of SVOD and AVOD streaming, FAST TV, business partnerships, eCommerce, events, manga publishing, licensing, and mobile games.

PROFESSIONAL EXPERIENCE

HEAD OF CREATIVE SERVICES
Crunchyroll | 2016 - Present

Oversee a complex global creative organization for a rapidly growing streaming service.

- Proud member of the marketing team that helped expand Crunchyroll's presence globally. Growing the User base from 600K subscribers and 15M registered users to 6M paying subscribers and 180M registered users.
- Oversee six distinct verticals: creative video, graphic design, project-management, production, copywriting and conceptual development.
- Cultivated a quality-minded and collaborative team culture resulting in twenty-seven creative awards and continued business unit growth and employee engagement.
- Acted as a change agent during the Funimation-Crunchyroll merger. Designing a new creative organization while simultaneously guiding both groups through a successful global unification campaign.

SENIOR PRODUCER
WGN AMERICA | 2012 - 2016

Creative Lead involved in all aspects of creativemarketing and execution for premium cable channel programming.

- Developed acquisition and engagement strategies to help acquire new audiences during the network's strategic shift to original series content.
- Creative oversight across many domains: copywriting, video editorial, episodic promotion, static and radio ads, plus shoulder/social content.

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PROBLEM-SOLVER AND TEAM-PLAYER



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ACCOLADES

TELLY AWARDS
Fifteen Wins

MUSE CREATIVE AWARDS
Six Wins

SUMMIT CREATIVE
Three Wins

EMMYS
Two Nominations

INTERESTS

Reading

Running

Arthouse Films

Graphic Novels

Major League Baseball
& NFL Football

Hanging with Leo & Emilia
(my kiddos)

EXPERIENCE CONT.

SENIOR PRODUCER/MOTION GRAPHICS SUPERVISOR
MLB Network | 2009 - 2012

Served as an all-purpose creative manager and strategist: overseeing all aspects of creative video asset creation: concept development, writing, producing, editing, motion graphics, and finishing.

- Developed concepts for marketing campaigns and seasonal sporting events: the postseason, World Series, offseason news, and other noteworthy items.
- Received an Emmy-nomination for a short promotional feature I conceived, produced, and crafted.

SELF-EMPLOYED WRITER/PRODUCER/EDITOR
New York City | Est. 1998 | A virtuous Mix of Broadcast Media & Entertainment Entities.

- Independent Contributor/Creative at various well-known sports, news, and entertainment brands. With extensive post-production experience in broadcast, taped, and advertising environments.

Client Portfolio: The History Channel, A&E, MSNBC, Fox Sports, ESPN, CNN, NHL Network, MSG Media, PIX 11, and Tribune Broadcasting.

REFERENCES

JULIA RENDA
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Crunchyroll
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