

BRENT E. BECKER

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MULTILINGUAL MEDIA STRATEGIST

...who Lives & Breathes Media

Marketing & Promotions ■ Creative Approvals ■ Policy Design & Implementation ■ Team & Project Leadership
Program Localization ■ Production Coordination ■ Content Calendars ■ Rights Negotiations ■ Compliance

From small, local nonprofits to global corporate media giants and international consulting firms, maximized opportunities to increase channel relevance and demand using annual budgets ranging from \$200K to \$1M+.

PROFESSIONAL EXPERIENCE

AUSTIN PUBLIC TELEVISION (APT12) (fka KLRU) (a PBS station) • Austin, TX • Jan. 2007 to July 2015

Director of Programming / Production Coordinator

Strategic Programming ■ Market Differentiation ■ Media Model Proposals ■ Shoestring Budget Management

Played a key role in shaping forward-looking policy for what the Austin Post referred to as “the little station that could.” Steered APT12 away from operating in silos; championed strategic, out-of-the-box content partnerships; led change-catapulting committees; launched and inventively filled programming for 2 additional channels (with no additional resources); and guided a team of up to 4 to deliver innovative content and fresh media models based on demand.

- ▶ **Earned kudos from VP of Broadcast Operations for progressive leadership** in restructuring department, securing new staff, and organizing the complex untangling of shared technical resources after the dissolution of a joint venture with Lone Star PBS (LSPBS) brought technical operations in house.
- ▶ **Led rebranding taskforce** in building and sticking to plans and timeline to transition KLRU to APT12 by set targets.
 - **Ran meetings to keep team focused** on key elements of name and logo changes and related promotions.
- ▶ While leading the launch of channels 12.2 and 12.3, **factored in 100s of variables to craft schedules and introduce programs that were unique** from both primary channel 12.1 and local affiliate/rival LSPBS.
 - **Despite a \$0 increase to a \$200K/year budget**, managed to boost market demand and earn channel 12.2 DishTV carriage by finding thrifty content, strategically repurposing existing programs, and localizing production.
- ▶ **Trail blazed a public engagement strategy** including social media; the commissioning and creation of video, audio, and text pieces; and the intro of press-generating, non-traditional PBS fare such as “Eva Live.”
 - **As community liaison, tracked pulse of arts and events impacting local viewers** by diving into outreach events, lecture series, local forums, and regular meetings with groups like Austin MediaMagic.
- ▶ **Influenced national policy and kept APT12 in line with policy changes** by representing station at PBS annual meetings, national planning sessions, public media programming policy discussions, and NATPE events.
 - **Helped APT12 earn reputation as a leader and national advocate for the 20+ “alternative” PBS station group**, the BSG, by championing differentiation through experimentation and testing creative new operating models.
- ▶ As **key station visionary for future media models**, researched, surveyed, and toiled to develop and present a viable structure combining 6 channels and 2 stations into a single streamlined, more effective 4-channel station during merger discussions with nearby affiliate/rival, LSPBS.
 - In a departure from top-down media, **advocated a programming model that took viewer suggestions and votes to shape content and production** and met community’s demand for hyperlocal television.

APT12’S VP OF OPERATIONS WROTE...

*“Brent’s **ability to energize the staff** (both in and outside of the operations division) around our new programming and schedules **cannot be overstated.**”*

*“...he’s pushing beyond the station’s previous programming history to **maximize content management.**”*

*“Brent has also **led a renewed enthusiasm** for how we collectively approach scheduling and promote our programming.”*

BRENT E. BECKER, MULTILINGUAL MEDIA STRATEGIST

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SOUTH AMERICA MEDIA MENTORS • Buenos Aires, Argentina • May 2002 to Dec. 2006

Media Analyst / Strategy Consultant

Culture-Conscious Content Strategies ■ Counterprogramming Plans ■ Multinational Media Conglomerate Guidance

Launched enterprise to guide Fortune 500 media organizations including Walt Disney Company, Discovery South America, GC Group (a Grupo Clarin SA multichannel cable and satellite TV service that leads Argentinian pay TV market), and Man+Art (a BBC and Discovery Channel joint venture) in delivering programming tailored for international markets.

- ▶ **Worked hand in hand with in-country creative, account, online, interactive, social media, and production teams** while directing a dynamic internal group of 3 scrutinizing data to drive localized content and campaign selection.
 - **Recognizing that American media was largely unresponsive to cultural differences, local preferences, and local content standards**, conducted copious research and media analysis, including dissecting demographics to identify trends, interpreting content regulations, and isolating times and content to capture peak viewership.
 - **Packaged and relayed findings** to correct poor market fits and preemptively prevent content failures.
 - **Kept stakeholders happy by stringently negotiating acquisition, distribution, and broadcast carriage** with cost, profitability, consumer behavior, and brand in mind.

LIBERTY MEDIA (a WALT DISNEY COMPANY) • Austin, TX • April 1997 to May 2002

Director of Programming & Scheduling / Marketing Coordinator / Marketing Liaison

Feed Launches ■ Marketing & Promotions ■ Content Development ■ Acquisitions ■ Negotiations ■ Make-Goods

After 3 years on the marketing side, shifted to introducing and managing new feeds on the programming side. Not only led the launch of 18 distinct streams – including a joint venture with the Henson Company, The Sesame Street Channel – but dug into details and got intensely creative to identify and select hidden hits that captivated viewership, enhanced brand perception, and provided localized content as we expanded from 3 to 36 international markets.

- ▶ Mapped needs and infused energy into designing major monthly promotions that **generated buzz for 20+ channels**.
 - **Coordinated promos, contests, and giveaways** and analyzed post-launch results to snowball marketing impact.
- ▶ **As the network grew from 2 to 20 feeds and 20 to 400+ employees, led 22 direct reports**, constantly hiring, onboarding, mentoring, evaluating, and training to keep talent happy and engaged during rapid growth.
 - With Senior VP of Operations' blessing, **pulled together cross-functional acquisitions, programming, and marketing communications team** to design databases, forms, and processes that replaced chaos and ineffectiveness with clear protocols, streamlined workflows, and defined if-then action steps to amplify productivity, interdepartmental collaboration, and operational efficiency.
 - **Took it one step further by partnering with media management software provider** to shape a solution that improved data aggregation and reporting to drive high-impact content, scheduling, and promotions.
- ▶ **Optimized funds to get the best return on broadcasting rights** and stay within \$1M+ budget.

TECHNOLOGY

Microsoft Word • Excel • PowerPoint • Adobe InDesign • Broadview • Salesforce.com
Tumblr • Facebook • Twitter • Skype • Blogging Platforms • Google Hangouts

LANGUAGES

Spanish • Portuguese • French

EDUCATION

Bachelor of Arts (BA) in Humanities / Film Studies • THE UNIVERSITY OF TEXAS AT AUSTIN • Austin, TX
Immersive International Exchange Program Participant: Lisbon, Portugal & Brussels, Belgium

I used the words that had struck me while listening to “Brent” describe his passion – “I live and breathe media” – to establish a **professional brand** that we carried over into his cover letter and LinkedIn profile. I used a brief **value statement** up top to sum up the size and scope of the media agencies “Brent” had experience working within and was interested in remaining marketable to. The **quotes** from a recent employment evaluation drew attention to how valued “Brent” was by leadership and staff alike and also added a nice touch to break up a section that packed in 8+ years of diverse, marketable accomplishments. Throughout “Brent’s” resume, I used **keywords** to highlight the aspects he was most eager to get back to. I also incorporated **playful vocabulary to let his personality shine** and attract attention from like-minded talent seekers who could offer him not just a job, but the right cultural fit.