



Steve Douglas-Craig

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PROFESSIONAL SUMMARY

Steve has 12+ years of experience working in a diverse, professional culture specializing in domestic & international marketing, branding, project development, product packaging, content acquisition and office management. He has been promoted several times and is well-versed in team leadership.

EXPERIENCE

2018 – Present SCREEN GEMS (A Sony Company) - Los Angeles, CA

Senior Acquisitions & Marketing Specialist

- Oversees project development and marketing campaigns for division including generation and maintenance of marketing copy, oversee review cycles, project pitch presentations, international theatrical strategies & tagline/copywriting creation.
- Manages a professional network of contacts within major talent, production, and film finance agencies. Prepares regular updates in memo form for distribution to other divisions focusing on marketing strategies for theatrical features worldwide.
- Leads project pitches and sales/acquisition proposals including social media strategies for Worldwide releases.
- Consults & develops strategies and documentation for talent acquisition on specific projects through agencies, management companies and production houses.
- Develops digital and social media marketing a& branding strategies for film and TV product.
- Works with Division Presidents on creating sales decks, employee databases, strategic proposal packets and aids in developing strategies for sales conferences. Tasked with generating creative copy for festivals, project PR & distribution pitches.
- Mines financiers through network of contacts developing briefs for specific production, marketing, acquisition, and development budgets & spends.

2008 – 2018 SONY PICTURES WORLDWIDE ACQUISITIONS (A Sony Company) - Los Angeles, CA

Acquisitions Manager & Content Development

- Managed extensive network of creative & business contacts from agencies & networks.
- Researched & collected marketing data to be transcribed into living technical documents.
- Interviewed project executives to glean information for entry into production budgets, P&A spend spreadsheets and ancillary fund registers.
- Prepared documents, reports, responses, and briefings targeted to a wide range of audiences including senior management.
- Provided story analysis & project acquisition potential based on assets attached to those projects.
- Tracked talent acquisition potential using industry database analysis, project release platform projections and project used-by dates.
- Attended buyer/seller conferences, festivals, and screenings with the purview to prepare analysis & reports on project specs that fall into line with company acquisition guidelines.
- Consulted and networked with wide range of sales agents, talent agents, project managers and financiers regarding project acquisitions, sales, and varying types of distribution.
- Maintained company manuals, marketing copy database, and branding strategy documents.
- Experience in effectively formatting/editing marketing copy, technical publications, and product design.

EDUCATION

- American Film Institute Conservatory – MFA Los Angeles, USA.
- Queensland University of Technology – BA Brisbane, Australia.

ACHIEVEMENTS & INTERESTING FACTS

- Recipient of the **Philip Barry Scholarship for Excellence in Creative Writing** while attending AFI.
- Dedicated mentor with the **Big Brothers Big Sisters of Los Angeles** program.

LinkedIn - <https://www.linkedin.com/in/steve-douglas-craig-5408436>

**** References & extended biography available upon request.**