

MARK ROWE

H: 516.629.6593

C: 201.546.0387

MarkRowe.tv

MRowe273@gmail.com

LinkedIn: <https://goo.gl/wQQ4FD>

PROFESSIONAL EXPERIENCE

Altice USA – Optimum Marketing

Lead Video Editor, Creative Services

Long Island City, NY 7/13-present

Provide video support for the Altice USA Marketing Department and all its subdivisions, including social media, acquisition, retention, multi-cultural and Optimum business with major ad campaigns, sizzle reels, web initiatives, short and long form promotional pieces.

- Edit monthly Direct Response and Video On Demand TV and Internet campaigns in-house, allowing the company to save hundreds of thousands of dollars a year from out-of-house agency expenses.
- Played integral role in the September 2013 launch of Optimum Channel, Altice USA's barker channel, which airs Altice USA promotional content and tutorials, as well as network programming content.
- Create workflows for Optimum Channel's *What's On* on Final Cut Pro 7, Avid Media Composer and Premiere Pro CC, providing up to 7 hours of content a month. Trafficking, transcoding, assembling and delivering marketing assets from *HBO*, *Showtime*, *Discovery Networks*, *A&E Networks*, *Scripps* and others, creating 30-minute *What's On* programs.
- Animate visual treatments, type animations and re-created User Interface screens using Adobe Premiere, After Effects, Photoshop and Creative Cloud.

Cablevision – MSG Varsity

Video Editor/Producer, Creative Services

Woodbury, NY 12/09-7/13

Video editor for Cablevision's tri-state area high school sports network's creative services department, editing topical promotions, cross channel campaigns and sizzle reels.

- Create visual style and overall tone for network generic and program specific On-Air Promotions in MSG Varsity's first year, creating looks using Final Cut Pro, Photoshop, After Effects and Motion software.
- Write, produce and edit network and cross-channel promotional campaigns for *High School Sportsdesk*, *High School Journal*, *MSG Varsity Game Time* and online initiatives *School Spirit Mania*, *Mascot Dash to the Desk* and *Summer Stars*.
- Highly productive while working under tight, daily deadlines for topical promotions, regularly juggling various projects simultaneously while working with multiple creative changes.

Atlas Media Corp.

Associate Producer, *Art Attack with Lee Sandstead*

New York, NY 5/08-10/08

Produced and provided graphic support for one season of Travel Channel show, creating animations and still graphics using Photoshop, Illustrator, Combustion and After Effects software.

- Researched, acquired and catalogued archival materials, including stock video and high resolution images for eight half-hour episodes of the Emmy nominated *Art Attack*, which aired on The Travel Channel
- Wrote and post-produced two-minute segment to run on travelchannel.com

CNBC Television

Staff Writer/Producer, On-Air Promotions

Englewood Cliffs, NJ 6/96-12/06

Wrote, produced promo campaigns, network generics, sales tapes, program specific reels for increasing promotional content.

- Conceptualized, wrote and produced various promo campaigns for CNBC Television. Promos have aired on CNBC, NBC, MSNBC, CNBC World, CNBC Latin America, Bravo, USA Network and Sci-Fi Channel as part of NBC Universal Marketing Council Initiatives
- Created promo campaign for CNBC's Peabody Award winning documentary *The Age of Wal-Mart: Inside America's Most Powerful Company*

- Produced numerous sales tapes including CNBC program specific reels and Upfront Promotional presentations
- Produced numerous cross-channel promotions including network image spots, program specific generics for *Mad Money*, *Squawk Box* and topicals for *The Big Idea with Donny Deutsch*, *Dennis Miller* and *National Geographic Explorer*, which have aired on NBC during *The Today Show* and *NBC Nightly News* as well as various cable affiliates
- Produced and developed 2002 Press Reel for network re-launch featuring entire network line-up complete with program titles and tune-in information. The Washington Post reported on this press tour video and touted the tape “really slick”.

EDUCATION

The New School University
Master of Arts in Media Studies

New York, NY 1/07-5/09

William Paterson University
Bachelor of Arts in Communication

Wayne, NJ 8/96

HONORS & AWARDS

New York Emmy Nominations

- Nominated for New York Emmy Award in Best Editing: Sports category in 2011.
- Nominated for New York Emmy Award in Outstanding Community/Public Service (PSAs): Single Spot category in 2012.

Promax Sports Media Marketing Award

- Won Silver at 2010 Promax Sports Media Marketing Awards in Marketing Presentation: Internal/External category.