

CAROL CATE

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Summary

Marketing, Promotions and Events expert with over 20 years experience in US and International entertainment markets. Expertise includes production management, creative directing, producing and budgeting. Recognized for leadership abilities, sense of humor and functioning at my peak in a crisis.

AMC Networks

2011 – Present

Vice President of Production, Planning & Operations – WE tv Creative Services

- Run the WE tv Creative Services department from a financial, project, personnel and operational perspective;
 - Oversee the execution of over 1000 projects annually,
 - Lead team of 16+ writer/producers, designers, editors and project management team;
 - Responsible for managing \$5.7 million annual production budget,
 - Collaborate with Marketing, Production, Digital, Events and Communications groups to produce key high profile projects including; WE tv annual Upfront, TCA reels, Sundance Festival reels and other Off Air presentation reels,
 - Develop annual plan and Executive Produce all Network still & motion asset shoots
 - Created the execution plan for the 2014 WE tv rebrand; working closely with Design, Marketing, Network Operations and Creative Services groups to ensure a smooth “light switch” brand change.

Upfront Producer (freelance) – WE tv Trade Marketing (October 2011 – February 2013)

- Responsible for all elements of the WE tv annual Upfront from project initiation through completion of over 300 client meetings during the upfront season;
 - Review all creative materials and navigate creative approval process among all stakeholders,
 - Manage external and internal partners and clients,
 - Oversee operating budget and timelines.

Acting Vice President (maternity coverage) – WE tv Trade Marketing (March – July, 2012)

- Managed the trade advertising campaign by writing copy, overseeing creative, working with design teams and ensuring a seamless production process for over 100 executions and a Grand Central Station domination campaign.
- Collaborate with sales, programming and creative teams to execute on-air sponsored promotions.
- Administer an annual \$3.5 million dollar departmental operating budget, contracts and invoice process; working closely with finance and legal departments to ensure best practices for the team.

Food Network | Cooking Channel

2008 – 2011

Creative Consultant & Events Producer – Consumer & Ad Sales Marketing

Consumer Marketing

- Conceptualized and produced a six week, pop up restaurant and interactive experience in partnership with the James Beard Foundation. Created an experience that provided over 20,000 consumers a chance to taste, see and experience the brand. Oversaw daily operations of programming, budgeting, staffing; promotion, talent coordination and marketing materials.
- Worked with Marketing and Business Development teams to research, develop and execute channel’s presence at live events and festivals including; *Atlantic City Food and Wine Festival, The Guy Fieri Road Show, NYC Wine & Food Festival* and the *Gaylord Food and Wine Festival*.

Ad Sales Marketing

- Conceived of and Produced a national food truck tour in support of the Cooking Channel Network launch
- Managed Ad Sales VIP client events at the 2008 and 2009 Food Network NYC Wine & Food Festival and South Beach Wine & Food Festival including; budgeting, developing creative and organizing events

Oxygen Media**2004 - 2008****Vice President Creative Services (2004 – 2008)**

- Managed On Air promotions department from a project, personnel and financial perspective; hired and mentored 26 staff writer/producers, designers, editors and management team; oversaw \$4.5 million annual operating budget, supervised the execution of over 1000 projects each year and creative directed key assignments (upfront, sponsored custom promotions, public affairs and PR projects).
- Executive producer on channel's upfront event and creative.

MTV Networks**1993 - 2004****Promotions Marketing & Sponsored Events Director****NICKELODEON US**

- Produced Nickelodeon Public Affairs' *Let's Just Play* initiative and events. Wrote/edited creative materials, conceived and executed event production, managed day-to-day relationships with production companies, local and regional governments and marketing partners/sponsors.
- Directed Nickelodeon Recreation's sponsored marketing activities for the *Blue's Clues Live* and *Wild & Crazy Kids* tours; wrote "live" FORD commercial for national theatrical tour of *Blue's Clues Live*, produced and sold multi-city mall tours and managed sponsor relationships and approval processes of all creative materials between Nickelodeon and client agencies.

Director of Marketing, Promotions & Events**NICKELODEON International**

- Launched and managed 10 Nickelodeon channels in Asia, Africa, the CIS and Baltic States. Executive producer on all promotional and marketing campaigns; oversaw the design and execution of on-and off-air marketing including all sponsored promotions, consumer & corporate events, and ad sales initiatives.
- Trained International partners on the Networks' brand guidelines by leading "How to Nickelodeon" workshops.

Director of Programming & Head of Marketing & Events**NICKELODEON Germany****(promoted from Manager of Program Planning, Scheduling & Viewer Services)**

- Developed and produced on-air events and promotions including; pitching potential sponsors, project development, budgeting, and staffing and art direction of creative materials
- Directed and co-wrote annual public service campaign and pro-social events throughout Germany. Worked with local organizations and corporate sponsors to produce and film events in 15 cities.
- Supervised staff of 11 programming and marketing employees.

Program Planner & Viewer Services Coordinator**NICKELODEON US**

- Conceived and initiated first viewer services department at channel.

EDUCATION:

Intellectual Property Law Certificate Program Student @ NYU School of Professional & Continuing Education
 New York University, MA in Arts Administration
 Boston University, BFA in Theatre Production

LANGUAGES:

German (fluent), French (basic comprehension)

AFFILIATIONS:

Board Member, West Side YMCA, New York, New York

Recipient of the Volunteer of the Year Award 2010

Recipient of the Volunteer Service Award 2008 & 2009

Chairperson/Producer, annual Touch-a-Truck fundraising event 2009, 2010 & 2011

2008 - 2012