

Chris Moeser

cmoeser.com · linkedin.com/in/cmoeser

WORK EXPERIENCE:

Fox Entertainment, Los Angeles, CA

Executive Director – Digital Content and Publishing, 2020 – Present

- Lead the creative development and production of multi-platform content and formats for Fox Entertainment's digital ventures, working with partners at Studio Ramsay Global, Bento Box Entertainment, and more..

Discovery Channel + Science Channel, Los Angeles, CA

Senior Director / Executive Producer – Multi-Platform Content and Creative, 2017 – 2019

- Oversaw creative, development, and production of Discovery and Science Channel's multi-platform content: digital, social, on-air, direct to consumer.
- Managed a team of producers and content creators that cultivated and maintained the digital identities of some of Discovery and Science Channel's famous franchises - Shark Week, Cash Cab, Gold Rush, Naked and Afraid, Alaskan Bush People, MythBusters, scripted series Manhunt: UNABOMBER, and many more.
- Led the team that was responsible for content programming/curation and development of brand voice and video for the official Discovery and Science Channel brand accounts on Facebook (45 million followers), Instagram (11 million followers), and Twitter (11 million followers).
- Covered and developed original video around: San Diego Comic Con, Sturgis Motorcycle Rally, Specialty Equipment Market Association (SEMA), The Electronic Entertainment Expo (E3), NASA + private space launches, and numerous live events.

Chive Media Group / theCHIVE, Austin, TX

Head of Studio / Vice President - Programming and Development - Original Content, 2015 – 2016

- Headed original content development and production.
- Consolidated and unified three departments to create CHIVE Studios, Chive Media Group's in-house development, event, and content production group.
- Developed and executed custom content, integrations, and activations for various brands, resulting in over \$3 million in branded partnerships. Brands: Captain Morgan, UFC, Sony Pictures, Hooters, Twentieth Century, Durex, Esquire Network, Lions Gate, Square Enix, Harley-Davidson and more.
- Oversaw the creative development, production, and execution of live events, pop-up experiences, themed parties, and official CHIVE meetups.
- Executive produced all photo shoots and original video content and franchises, creating, writing, and producing original video content for the family of Chive Media Group sites.

MTV, New York, NY

Director of Digital Content and Social Engagement, 2014 - 2015

Senior Producer and Franchise Lead, 2013 - 2014

Producer, 2007 - 2013

- Developed and executed digital and social strategies tied to MTV on-air properties such as Awkward., Faking It, Ridiculousness, Fantasy Factory, Teen Mom OG, Teen Mom 2, 16 and Pregnant, True Life, and more.
- Oversaw a team of producers and community managers that cultivated and maintained more than 25 official Facebook pages and Twitter accounts encompassing more than 100 million fans.
- Created, wrote, and produced original and companion video content for mtv.com and the MTV app.
- Created original mtv.com content that garnered more than 100 million streams and became the benchmark for successful digital extensions to on-air franchises.
- Served as script writer and producer for original video.

EDUCATION:

Fordham University, New York, NY | B. A. Communications and Media Studie

ORGANIZATION | NON-PROFIT:

Media Advisory Group, National Campaign to Prevent Teen and Unplanned Pregnancy | Adviser, 2015 - Present

KEY SKILLS: Content Development, Production and Producing of Video, Budgeting, Brand Strategy, Social Media Strategy, Community Development and Management, Journalism, Team Development, Public Speaking

SOFTWARE: G Suite, Asana, Notion, Frame.io, Final Draft, Salesforce, Basecamp, Jira, Adobe Premiere, Adobe Photoshop, Slack, Microsoft Office