

COFFY DAVID-SHEA
Certified Scrum Master - Scrum Alliance, License 000349917
(415) 246-6274 • coffydavidshea@gmail.com
<http://www.linkedin.com/in/coffydaavid>

PROFESSIONAL EXPERIENCE:

**Program Manager Operation Toolset Play Movies and TV
Google – March 2016 – Present**

- Manages and prioritizes requests including production issues for the Content Engineering Team. This includes the migration of Operation Toolsets from legacy systems.
- Coordinates with the cross functional teams and created documentation and workflows to streamline processes.
- Developed testing, rollout plan and launched the Avails Automation process reducing manual processing time 40% and increasing cycle time improvement to 80%.

**Program Manager/Project Manager
Gracenote – March 2015 – March 2016**

- Managed multiple EPG (Electronic Programming Guide) projects with the internal and external global groups (Product, Content Operations, Engineering, Content Tools, Quality Assurance, Customer Engagement Teams, Legal, Business Development and 3rd party vendors) located in the various offices for Gracenote's eyeQ and legacy products.
- Coordinated with the various offices in information sharing/training of the eyeQ and legacy products and content operations post the Tribune acquisition.
- Led and improved project processes and completed the following:
 - Middle East eyeQ expansion with 3rd party vendor
 - Middle East migration with Gracenote acquired company What's On India
 - China eyeQ expansion with 3rd party vendor
 - India and Indonesia eyeQ expansion with Gracenote acquired company What's On India
 - Australia – switch from 3rd party vendor to Gracenote acquired company HWW
 - Brazil migration – switch from 3rd party vendor to Gracenote/TMS Latin America data

**Content Ingestion Specialist
Gracenote – November 2013 – March 2015**

- Managed 35 different global EPG (Electronic Programming Guide) vendor relationships.
- Coordinated with the various internal teams (Product, Content Operations, Engineering, Content Tools, Quality Assurance, Customer Engagement Teams, Legal and Business Development) in triaging global content and vendor issues for Gracenote's eyeQ and legacy products.
- Collaborated with Quality Assurance and the Content Technology teams and improved monitoring and alert system for supplier deliverables and decreased ticket issues by 70%.

**Media Producer; Operations & Production Project Manager (Contract)
adRise, Inc. – March 2013 to October 2013**

- Oversaw operations, programming and partner management for SmartTV and iOS tablet applications.
- Managed partner onboarding to application/content development and release on the various devices (ROKU, SAMSUNG, LG, Opera and iOS tablets).
- Released 40 Samsung SmartTV and Blu-ray apps.

**Media Producer; Operations & Production Project Manager (Contract)
Social Media/Edutainment Start-Up – August 2012 to March 2013**

- Strategy, operations and business plan development.

Senior Manager and Producer, Home Entertainment

VIZ Media LLC – August 2009 to August 2012

- Oversaw all aspects of Digital, Blu-ray and DVD production for new releases and catalog titles, including bonus content and promotional materials.
- Produced multiple Blu-ray/DVD/Digital Viz Media and New People (Viz Pictures) titles for distribution.
- Established and maintained relationships (project management including title set-up/metadata management and reporting for all products) with various distribution partners (Warner Home Video, Hulu, Apple iTunes, Microsoft Xbox, Sony Playstation Network, Netflix, Amazon, Google Play/YouTube and Crunchyroll).
- Vendor sourcing and management for Digital encoding, transcoding, Blu-ray and DVD Authoring, Bonus Content creation and promotional materials (Subatomic Digital, Beyond Pix, Giant Interactive, ZAP SF, Crest Digital, Video Arts, Freelancers and Viz internal teams).
- Designed and implemented various product development and production workflows.
- Created and implemented the overall Digital, Blu-ray and DVD production budget.
- Collaborated with the other Home Entertainment managers, producers and creative teams, as well as vendors and partners to streamline production of all products with attention to quality and budget.
- Worked with various licensing partners (Viz Media Europe/Kaze, Pokémon International, and MadMan Entertainment) and production companies (Bang Zoom Entertainment, NightJar, and Studiopolis) and translation facilities (JNProductions and MX Media) in contract negotiation and facilitating asset management and distribution.

Blu-ray and DVD Production Manager, Home Entertainment

VIZ Media LLC – January 2008 to August 2009

- Cut costs by optimizing the packaging production process and streamlining Blu-ray/DVD workflows.
- Spearheaded the Blu-ray production process and workflow.
- Maintained and managed all DVD/Blu-ray Production delivery schedules.
- Worked with the various teams (Producers, Creative, Licensing and Marketing) in product development and package design (standard and ultimate collector editions).
- Sourced and managed pre-press (Quadgraphics) facilities, printers (Shorewood, AGI, MPS, Childer's, Influence Communications, J&L Printing and Disc Graphics), replication and distribution facilities (Technicolor, Crest Digital, Cinram, AmericDisc and Simon and Schuster) for packaged products.

Instructor

Academy of Art University – Fall 2008

- Part time instructor, MPT 205.02 Introduction to Producing

AV Production Manager

Y&R San Francisco – June 2007 to November 2007

- Managed and maintained the agency's editing suites and researched solutions to solve existing work production issues.
- Provided software/hardware support to creative and interactive departments to improve workflow and processes.

Technical Analyst

Y&R San Francisco – June 2006 to June 2007

- Researched solutions to solve existing work production issues.
- Provided software/hardware support to entire agency to improve workflow and production.

EDUCATIONAL BACKGROUND:

ACADEMY OF ART UNIVERSITY (MFA Motion Pictures and Television, Graduate)

UNIVERSITY OF SANTO TOMAS (BA Communication Arts major in Advertising, Graduate)

SPECIALTIES:

Project Management, agile, operations, strategic planning, content creation, video production and distribution (physical and digital), workflow creation and implementation, product packaging, asset trafficking and management, partner development, account management, vendor sourcing and management, technical analyst, home entertainment and publishing, international and domestic licensing, teaching, mentoring, coaching and bargain hunting.

BLU-RAY and DVD PRODUCTS:

<http://pinterest.com/acupofcoffy/anime-home-entertainment/>

Producer, Bonus Feature Content Creator, Product/Production/Packaging Manager

APPS: (Samsung, Roku, LG)

Docurama, The New Content, Watch Mojo, The Astrologer, Dorado Films, AsianCrush, Vanguard, Audio Crush, MBC America, Manga, My Combat, Newslook, PopFlix, The Man Channel, American Pop, Cook, NetFit, The Bold and the Beautiful, Indie Crush, Playlist, Myx, Uinterview, GoDigital, Gravitas Video, ProClassicTV, PopFlix Classic Movies, Style Music TV, Metatube, Olena Fashion TV, Havoc Television, Threshold+, Honor, ACC Digital Network, Bollyverse, Sportfishing with Dan Hernandez, All Fitness TV, Xtreme Films, Family TV, anyclip, Big Media, Comedy Time, Momversation, Café Noir, Metatube Español, World Worth Watching, ADC, Focus