

SETH FELDMAN

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MULTISCREEN REVENUE DRIVER & CONTENT LEADER DIGITAL/BROADCAST/OTT/SOCIAL



Visionary with 17 years of leading media companies; energizing newsrooms, marketers, and sellers, while engaging viewers and the country's largest advertisers

EXECUTIVE LEADERSHIP

Straight Arrow News, National **Head of Content**

December 2020-May 2022

Launched a national digital news operation

- Recruited and hired 25 journalists to join Omaha headquarters and bureaus in NYC and DC
- Supervised and mentored five department heads, all industry leaders in their own right
- Developed strategic vision for content across all screens — desktop, mobile, and OTT
- Targeted the next generation of news consumers using data, insights, and social media analytics
- Oversaw creation of all brand assets, including logo, architecture, editorial mission, and sales assets

TEGNA, National **Corporate Content Director**

April 2017 – December 2020

Disruptive, multiscreen strategist for TEGNA's 63 newsrooms

- Oversaw 11 morning show brands in the company's largest markets: Dallas, Houston, DC, Atlanta, Denver, Minneapolis, Cleveland, Indianapolis, Phoenix, Charlotte, and St. Louis
- Created a culture of innovation and collaboration for more than 400 morning employees across the country
- Served as the bridgebuilder between General Managers, News Directors, Sales Managers, and Corporate Executives
- Positioned TEGNA as one of the country's most innovative media companies, internally and externally, creating presentations for the Board of Directors, investors, and station executives

The Show Doctor, National **Multi-Media Consultant**

June 2014 – April 2017

Hired Gun to create branded content, grow audience, and increase revenue

- Pitched and closed more than \$2 million in new business for two of the country's largest digital media brands: *Women's Forum* (60 million unique visitors) and *SheKnows.com* (92.5 million unique visitors)
- Hired by the EVP of Programming at Fox Television Stations to develop and sell branded content for *Dish Nation*, one of the network's syndicated shows
- Co-Executive Producer of *The Better Man Show*, syndicated in 70% of the US. Responsible for mentoring and motivating a team of on-air talent, producers, technicians, and operations personal

Meredith Corporation, New York

December 2005 – June 2014

Corporate VP, Branded Entertainment & Programming

Responsible for development, production, and distribution of original video content

- Guided a 30-person business unit that brought a 110-year-old legacy print company to the forefront of digital video and branded content
- Oversaw both sales and creative teams, resulting in \$7M year-over-year in new business
- Led Branded Entertainment for the company's entire portfolio, including dozens of digital, print, and television brands such as Better Homes & Gardens, Rachael Ray, Parents, and All Recipes
- Facilitated strategic partnerships with media and entertainment giants such as NBC Universal, YouTube, and Creative Artists Agency (CAA)
- Created *The Better Show*, Meredith's nationally syndicated television show, which aired for nine seasons in more than 165 markets

The Martha Stewart Apprentice, LA & NYC

Jan 2005- June 2005

Producer

- Ensured seamless brand integration for Wishbone, Liz Claiborne, Buick, and Tide

LOCAL NEWS LEADERSHIP

KHOU, Honolulu

News Director

Headed a 40-person newsroom, taking late news from last to first in 12 months

Aruba Television Network, Aruba

News Director

Oversaw news in four languages for Aruba's NBC station; developed strategic partnerships with American universities, tourism bureaus, and major resorts, such as Hyatt and Radisson

WAMI-TV, Miami

Senior Producer

Launched Barry Diller's "Flagship station" of his City Vision Network

WMC-TV, Memphis

Executive Producer

WSVN, Miami

Producer

EDUCATION

Northwestern University, Evanston IL

BA, Medill School of Journalism

Seth Feldman