

TIMOTHY MARK REYES

Telephone: 416.707.7940 Email: timothymarkreyes@gmail.com

SUMMARY

A strategic manager who is able to successfully meet business objectives during periods of disruption. I achieved revenue goals while transitioning from physical to digital distribution in response to changes in consumer behaviour.

A marketer with the ability to manage the stringent needs of high-profile content. I have successfully launched the digital releases of *Game of Thrones*, *Big Little Lies*, and *Silicon Valley* among others in North America, Latin America and Australia.

EXPERIENCE

HBO

2011-Present

HBO is the premiere TV network based in New York. It is a subsidiary of WarnerMedia, recently acquired by AT&T.

Starting in 2011 as an Associate Marketing Manager within the International Product Management team, I progressed through different roles including a promotion to Product Manager and acting Director of Canada and Latin America (during a maternity leave). Currently, I am the Manager of Business Planning responsible for the US market and global planning for HBO's Comedies, Cinemax and off-air catalogue.

Digital Distribution Growth

- Optimized product release timing and pricing through competitive analysis, market research and internal data. As an example, to reset the pricing strategy of over 100 off-air catalogue titles in the Canadian market, I developed a data-driven approach to analyze the pricing of competitor products by identifying key variables that influenced their performance. This pricing reset increased the titles' digital revenue by 5% year-over-year.

Product Launches

- Executed successful product launches of high-profile titles including *Game of Thrones*, *True Blood* and *Big Little Lies*. These product launches involved orchestrating content delivery timing, physical product manufacturing, packaging design and artwork in multiple languages, and price-setting for the Canada, Australia, Mexico and Brazil markets.
- These product launches necessitated that I work cross-functionally within HBO to coordinate all aspects of the launch including with Legal (to ensure alignment with distribution and talent agreements), Production (to ensure digital and physical products are delivered on time), and Finance (to communicate budgets and P&L).

Brand Marketing

- Directed experiential marketing agencies to build high-impact activations to raise consumer awareness and engagement. For example, a replica *Iron Throne* from *Game of Thrones* was displayed throughout Toronto in high-traffic locations (Eaton Centre, Queen Street West) to promote season six's digital release. This activation created excitement for fans which was then amplified via thousands of social media impressions.
- Oversaw the media buying strategy for HBO's digital releases in Canada and Australia. Allocated budget between media buyers to maximize reach for each show's target market.
- Managed PR agencies to engage with journalists and influencers to generate earned media and content. For the launch of *Big Little Lies* on digital, I organized a "paint-and-sip" event for key lifestyle influencers that had a reach in social media of over 500K in one night.

B2B Relationship Management

- In-territory meetings and presentations with key external partners in the United States, Canada, Brazil, Mexico and Australia in relation to their distribution of HBO products. These partners include: *Apple iTunes, Google Play, Amazon Video, Vudu (Walmart), HMV, Best Buy, Warner Bros. and Village Roadshow.*

Team Management

- Collaborated globally with teams in HBO's offices in New York, London, Seattle, and Los Angeles.
- Oversaw the career development of the Marketing Coordinator and Marketing Assistant; both of whom have been recently promoted to higher-level roles.
- Managed two direct reports in Toronto and a direct report based in New York while remotely working from Toronto.

Canada Wide Media (CWM)

2010 - 2011

Based in Vancouver, CWM owned three consumer-facing publications: BCBusiness, GardenWise and TV Week.

Subscription Marketing

- Launched an online sign-up platform and email marketing process that added a new promotional channel for the company. These campaigns and tactics increased subscription sign-ups by 50% compared to previous acquisitions generated by that role.

Event Planning

- Assisted the Marketing Manager to plan annual conferences, keynote speakers and awards galas for the brand BCBusiness. Established a new registration and sign-up procedure that eliminated the attendee bottleneck and improved guest flow and experience at all events.

CNN, Anderson Cooper 360°

2008

Broadcast from New York, AC360 is CNN's primetime news show anchored by Anderson Cooper.

Production Assistant (Internship)

- Contributed, maintained and moderated online content for AC360.com; including two published posts for the AC360 Blog in order to keep-up with the content needs of a fast-paced outlet.

Reseau Africain pour la développement integrale (RADI)

2005

RADI is a non-governmental organization that supports the development of countries in francophone West Africa.

Exchange Participant via Canada World Youth

- Assisted in the NGO's activities in Thies, Senegal, such as educating local communities about human and legal rights.
- Helped the office with bare technology necessities such as establishing internet access despite limited resources.

EDUCATION

McGill University

Montreal, QC

Bachelor of Commerce. Major in Marketing, Minor in Communication Studies.

2006–2010

PROFICIENCIES

- Product Management, Marketing Strategy and Business Planning
- SAP BI, Excel, Powerpoint, GSuite, Keynote for executive level presentations, reports and dashboards
- Photo and video editing via Adobe Creative Suite
- Event Planning
- Speaks French (advanced) and Tagalog (Native)