

BLAKE STECK

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SUMMARY

Known as an outside-the-box thinker with years of experience growing digital properties and specializing in start-up development, specifically acquisition and conversion strategies for account-based social networking and third-screen platforms.

Recognized for cultivating winning strategies for building passionate and loyal subscriber bases around great brands and great products.

SPECIALTIES

Mobile development, advertising network intelligence, raising investment capital, branding and promotion, digital start-ups.

EXPERIENCE

Vice President, Marketing & Member Value

Double Dare Studios (Tokii.com)

April 2010 – May 2011

Responsible for development and execution of go-to-market, acquisition, conversion and pricing strategies for all products and features within Tokii.com.

Development and oversight of mobile technologies, location services and contextual advertising intelligence.

Responsible for developing business rules and specifications for customer lifecycle, analytics systems, social integration, marketing and sales KPIs.

Played a pivotal role in preparing Tokii for Series A and Series B VC financing rounds.

2 recommendations available upon request

Managing Editor of Digital

Internet Broadcasting / Hearst Television (WESH, WKCF, KCWE)

October 2005 - July 2010

Responsible for both the short-term and long-term management of a handful of digital properties and initiatives serving television stations owned by the Hearst-Argyle Television broadcasting group.

In addition to ensuring the cohesive promotion of on-air programming, I was tasked with presenting an engaging Web experience that offered viewers more

than ever and kept them coming back.

Developed digital promotions for news content as well as perennial television favorites like "Family Guy", "The Office" and "America's Next Top Model".
5 recommendations available upon request

Director of Content

GameBattles.com / Major League Gaming, Inc.

October 2003 - April 2006

Launched 8 new content channels with 120% page view growth in first year and identified untapped and nontraditional revenue streams.

Developed and adapted content strategies based on market trends and site traffic analytics to better serve the interests of both the community and potential sponsors.

Consulted on the development, content integration, and syndication of the "MyGB" social networking/profile infrastructure and internal user messaging system.

Developed brand strategy, content elements and helped to further promote broadcast elements across all digital platforms.

Managed the hiring and selection of all editorial and creative services staff.
1 recommendation available upon request

AWARDS

CW 2010 Model Affiliate Award (WKCF-Orlando)

World's Largest Competitive Gaming Site (Hitwise, 1.2B views) GameBattles.com

PROFICIENCIES & LINKS

Web: HTML 5, CSS3, Flash CS5, Photoshop CS5, JavaScript, PHP and MySQL

Analytics & Trafficking: WebTrends, Google Analytics, AdSense, Proprietary, Microsoft CRM

Office & OS: Microsoft XP, Vista, 7, Mac OS X, Linux, Word, Excel, PowerPoint

CrunchBase Profile: <http://www.crunchbase.com/person/blake-steck>

LinkedIn Profile: <http://linkedin.com/in/blakesteck>