

Lawrence Toscano

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NBC Universal

2012 - 2016

Director, Portfolio Network Partnerships August 2016 – Current

- Develops proactive and reactive client solutions across NBC Universal's portfolio of television networks, digital platforms and theme parks.

The Walt Disney Company

2012 - 2016

Manager, Marketing Promotions (Disney Interactive) September 2015 – August 2016

- Created compelling marketing programs for partners on Disney's websites, apps, television networks and theme parks.

Manager, Digital Ad Sales Strategy (Disney – ABC Television Network) July 2013 – September 2015

- Managed and executed all multi-platform, custom, digital sponsorships from pre-sale to post-execution
- Executed all five (5) digital sponsorships for the 2015 Academy Awards across Oscar.com and ABC.com. This also included *The Oscars Backstage* multi-cam experience on the WATCH ABC app, ABC.com, Yahoo! and Facebook
- Responsible for the execution of the first ever backstage/multi-cam sponsorship for the Country Music Awards and American Music Awards on the WATCH ABC app and ABC.com
- Selected by Senior Management to be a member of an internal marketing/ad agency
- Collaborated extensively with integrated marketing, sales, business development, editorial, product, ad operations, tech and engineering team members to create compelling and strategic proposals that meet specific client marketing objectives
- Ad Sales point of contact when launching the redesign of the WATCH ABC app

Digital Media Producer, Ad Sales (ABC Family) May 2012 – July 2013

- Executed innovative and successful custom sponsorships on ABCFamily.com
- Collaborated with Marketing, Ad Sales and other stakeholders to manage expectations pre and post campaign
- Responsible for driving individual product schedule, development, implementation, testing and delivery of components related to sold campaigns
- Provided post-mortem analysis and reporting for each campaign

MTV Networks

2008 - 2011

Digital Content Manager July 2010 – December 2011

- Managed scheduling, operations and marketing of the Download-To-Own department
- Responsible for launching and managing MTV Networks presence on streaming platforms (Hulu & Netflix)
- Conduit from MTVN to all digital partners (Apple, Microsoft, Sony, Amazon)
- Designed series and network pages and art across all partners
- Provided weekly, monthly and quarterly performance overviews to senior level management
- Managed two full-time employees and four interns

Digital Content Coordinator February 2010 – July 2010

- Designed artwork for DVD packaging and menus
- Designed artwork for marketing and promotional material

Digital Production Assistant September 2008 – February 2010

- Edited and rescored shows in accordance to music clearances
- Videographer and Producer for live music performances

RGTV,

2007 - 2008

Assistant Editor /Associate Producer

- Assisted editing for nationally televised programming (National Geographic and MSG Network)
- Field producer

New York Mets

2006

In-Game Entertainment Intern

- Developed features and other creative content for in-stadium video board
- Coordinated live event entertainment and in-game presentation
- Videographer for Mets games, live concerts, and PR departments

Penn State University

2003 - 2007

- Bachelor of Arts in Telecommunications with an emphasis on Sports Journalism
- Member of the John Curley Center for Sports Journalism