

# ANIKA DUNCAN

## VP, Head of Marketing

[LinkedIn](#) • Los Angeles, CA

Versatile entertainment executive with 15+ years of experience in all functional areas of marketing leadership including strategic, 360 brand, partner, consumer, content, performance, digital, and influencer marketing. Adept at branding, strategy and positioning, customer acquisition/retention, negotiating sponsor agreements that save money, and producing events and experiential activations while managing and leading cross-functional teams of 20+ in entertainment, media, and tech. Passionate and motivated by talent and team relationships, collaboration, creativity, tentpole campaign creation, and building businesses and marketing verticals from the ground up including strategy creation and team building.

## Major Accomplishments

- Created strategic messaging and revamped all on-air and print campaigns to position ALLBLK as the go-to streaming destination for WE tv demo, markedly increasing subscriptions and awareness (AMC Networks, 2022)
- Spearheaded network rebrand including agency oversight and unprecedented \$1M+ incremental marketing spend leading to exponential subscriber growth within the first 30 days after launch (AMC Networks, 2021)
- Ideated and executed a digital-first campaign for the sitcom *New Girl* in partnership with internal TV Studios, FOX network, and Apple iTunes store, resulting in a #1 ranking for the 1st episode and season (20th Century Fox, 2014)

## Professional Skills

- Entertainment Brand Marketing
- Cross-Channel Marketing
- Partner & Influencer Marketing
- TV/Film Festivals & Awards
- Paid Media & Advertising
- Executive Pitches/Presentations
- Digital & Traditional Marketing
- Customer Acquisition/Retention
- Campaign Strategy/Management
- Budget Management & Planning
- Consumer Research & Insights
- Avid Traveler to 30+ Countries

## Professional Experience

VP, Marketing, AMC Networks, Los Angeles, CA

2020 – 2023

- Headed a marketing team of 10 for 2 major brands within a global entertainment company, owning 360 brand marketing, content marketing, consumer marketing, and content curation, administering a \$10M paid media budget
- Developed and promoted brand vision and mission to drive awareness and loyalty, conducting research to develop brand affinities and refine vision; led network rebrand from UMC to ALLBLK including agency oversight and unprecedented incremental marketing spend of \$1M, generating exponential subscriber growth in 1st 30 days
- Ideated and executed strategic title marketing plans consisting of traditional and digital paid and organic media, including influencer campaigns, radio, and out-of-home (OOH) advertising, driving brand awareness and loyalty
- Devised and monitored acquisition and retention tactics including pricing campaigns, promotional offers, consumer events, and experiential activations, overseeing writers of promotional copy and loglines for paid ads
- Partnered with media agencies and internal consumer research team to create strategic media plans; designed and launched 360 go-to-market (GTM) plans with multi-disciplinary cross-functional teams of over 20, owned campaign responsibility for all original series and world premiere movies for 2 brands in the portfolio
- Owned all title marketing and corresponding creative from creative briefs to final approval of TV spots, trailers, key art, and consumer messaging, supervising photoshoots and production of print and audio/visual assets
- Collaborated with on-screen talent, filmmakers, showrunners, and influencers to pitch and run tentpole campaigns, establishing a blueprint of baseline milestones, key deliverables, and key activities and monitoring progress
- Combined creative marketing strategy/execution with an aptitude for data analytics to drive 360 marketing plans with cross-channel synergies and to ensure campaigns addressed changing markets and competitive conditions; interpreted consumer and trade research to understand target markets and responses to initiatives
- Evaluated, selected, and directed 3rd-party resources and agencies for advertising, marketing collateral, events, and other services; managed content management system (CMS) to ensure priority content was refreshed
- Translated strategies into short- and mid-term objectives, setting direction and objectives, ensuring the team had appropriate resources to succeed, and evaluating performance against desired outcomes

- Designed and approved creative assets in collaboration with the internal creative services team and external marketing agencies, supervising campaigns, photoshoots, talent activations, and creative assets in the portfolio
- Analyzed content viewership data, subscriber acquisition metrics, and other analytics in collaboration with the Performance Marketing team, applying learnings to develop marketing and content curation strategies
- Created seasonal and themed promotions to elevate new releases and backlist content across both owned and operated (O&O) and 3rd-party platforms, implementing promotions on the web/app with special landing pages
- Leveraged sponsorship opportunities at trade and consumer events like Sundance Film Festival, American Black Film Festival, and others to create brand and title awareness among industry peers and the consumer market
- Joined AMC Networks' Vested in Black Employees Employee Resource Group (2020-23) and earned member spotlight during Black History Month including a feature on company LinkedIn, Instagram, and Twitter accounts

**VP, Marketing & Digital Accounts, Tasty Shop Media, Los Angeles, CA**

**2017 – 2020**

- Owned brand marketing, growth strategy, account management, content marketing, and production for an entertainment and lifestyle marketing agency and content production start-up company
- Sourced and closed new business through networking and pitch delivery; designed growth strategy for small subscription video-on-demand (SVOD) and start-up clients, developing mission, vision, and marketing position
- Managed projects for 3 major clients, Black & Sexy TV, The Zeus Network, and AMCN, plus 10+ smaller clients including AMC divisions UMC, Shudder, and Acorn, leading client meetings and responding to requests/inquiries
- Created content marketing plans, including title marketing, strategic marketing, and paid/organic media, directing brand integrations and experiential activations to maximize awareness and drive subscriptions

**Consultant, ALD Consulting, Los Angeles, CA**

**2015 – 2016**

- Advised independent producers on content creation and distribution for strategic release in a digital-first window

**Director, Brand Marketing & Digital Distribution, 20th Century Fox, Los Angeles, CA**

**2006 – 2014**

- Owned TV distribution for Home Entertainment & Pay TV divisions of major entertainment production studio, distributing internal content to multichannel video programming distributors (MVPDs) and digital platforms
- Grew OTT business from the ground up, testing business models and designing/managing strategic planning, long-range planning, forecasting, and quarterly/annual updates, reporting directly to the SVP of Marketing
- Performed partner and affiliate marketing, liaising with digital partners and MVPDs to promote content; managed and allocated annual \$10M+ co-op budget to targeted media, attracting, converting, and retaining consumers
- Devised strategy for the distribution of film and TV titles, supervising art, trailers, positioning, and creation of partner-specific plans tailored for theatrical, direct-to-video, direct-to-digital, acquisition, broadcast, and cable
- Managed team of 3 marketing, analytics, and operations managers, delegating work and training/developing employees; directed cross-functional teams of up to 20 to develop and execute awareness campaigns
- Conducted deal analysis, negotiated key marketing terms and rights, and developed windowing and release strategy for film and TV slate for internal content owner franchises like 20th Century Fox, Fox TV Studios, Fox Searchlight, Animation, Sports, New Regency Films, Blue Sky Studios, Gracie Films, DreamWorks, and MGM
- Led account management and business development across transactional licensees including Apple, Amazon, Google, YouTube, Xbox, and PlayStation to drive maximum exposure of content on platforms in North America
- Earned 3 promotions from Manager (2006-2008) to Associate Director (2008-2009) and Director (2009-2014)

**Additional Experience**

- Customer Marketing & Sales Consultant - Applied Research project, ESPN, Los Angeles, CA
- International Marketing Intern, Fox Filmed Entertainment, Los Angeles, CA
- Senior Compensation Analyst (HR), HBO, New York, NY
- Consultant (HRIS), PricewaterhouseCoopers, Chicago, IL & New York, NY

**Education**

- MBA, Marketing concentration, UCLA Anderson School of Management, Los Angeles, CA
- BBA, Management, Eastern Michigan University, Ypsilanti, MI