

BORIS CHERNIN

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HIGHLIGHTS

- 6 years of proven success in online and content product management and marketing
- Created, developed and sold a stand-alone online company
- Deep understanding of online content revenue and advertising models, including: SEM, PPC, social, email, affiliate, etc.
- Exceptional analytical skills, with Top 50 MBA education and training in digital marketing and strategy
- Proficient in numerous productivity software utilities, including: Excel, PowerPoint, Omniture, etc.
- Natural entrepreneurial instinct and business flexibility; highly creative in problem solving
- Native fluency in English and Russian languages; conversant in Spanish
- Knowledgeable and passionate about online content and the digital space

EXPERIENCE

Digital Product Marketing Consultant

MTV Networks Spike Digital Entertainment, Santa Monica, CA (2008 – 2009)

- Consulted on large-scale rebranding effort - including raising content visibility, rebuilding link equity and SEM - for leading MTV destination websites (Spike.com, GameTrailers.com) serving both user-generated and professionally-created content to over 5 million unique monthly viewers
- Built and strengthened branded presence on various social media & networking sites
- Conducted statistical traffic analysis, (with Omniture), to identify market trends and growth opportunities; presented and implemented online initiatives focused on content selection and acquisition that increased site traffic by over 100% within 5 months.
- Developed unique, demo/psycho-graphically targeted marketing campaigns with multiple ROI measurements for high-profile clients including Sony, Sprite, Microsoft and Nintendo
- Executed detailed SWOT analysis for Spike.com and GameTrailers.com to identify sites' competitive advantages, possible threats and areas of opportunity and improvement

Consumer Product Manager

DMX, Inc., Los Angeles, CA (2006 – 2007)

- Managed both digitally delivered and individual CD-based musical products for both mainstream and alternative markets
- Closely coordinated with programming department to license and create musical concepts for high-end retail clients including W Hotels, Kenneth Cole and Jamba Juice
- Increased brand equity through unique distribution partnerships
- Developed record label database that drove DMX's royalty and distribution system

Director of Marketing & Business Development

MyKideo Online Viewing Services, Los Angeles, CA (2004 – 2006)

- Produced and executed company business plan and subscriber revenue model for stand-alone online video product
- Developed corporate concept, mission and brand strategy; directed every aspect of strategy implementation
- Created and executed successful marketing plan focused on SEM, PPC and targeted email campaigns
- Headed design team for company product technology and website interface
- Led and business development efforts to successfully create and penetrate new market

EDUCATION

M.B.A., Digital Marketing and Strategy

The Paul Merage School of Business, University of California, Irvine, CA

Achievements: Faculty Fellow; President, Toastmasters International; Vice President, Media & Entertainment Association; Vice President, Marketing Association

B.A., Political Science; Minor in Economics

University of California, Santa Cruz, CA

Achievements: Student Senator; Chairman, Peer Review Board; President, Politics Students Organization; Graduation Speaker