

Man Bartlett

New York City/Remote/Willing to relocate

Education: BA, Emerson College | LinkedIn: [linkedin.com/in/manbartlett](https://www.linkedin.com/in/manbartlett)

Snapshot

Dynamic digital media leader with proven expertise in content operations, workflow optimization, and team development.

Delivered efficiencies and elevated performance across high-profile campaigns for NBC, Nickelodeon, and more.

Spearheaded the launch of streaming platforms, managing extensive asset pipelines and metadata. A natural motivator who inspires teams to excel, driving productivity and profitability while aligning strategy with business goals. Results-focused, adaptable, and dedicated to innovation.

WORK HISTORY

Comic Relief US - Interim Director, Digital and Content Operations

March 2024 - Present

- Spearhead digital asset management (DAM) for an 8-person team, optimizing workflows and delivery processes
- Manage partner relationships, delivering campaigns for NBC, Nickelodeon, Harlem Globetrotters, and more
- Reinvisioned task management system, boosting efficiency and morale across multiple high-priority projects/ teams

First Look Media

VP, Content Operations & Post Production, Topic

June 2022 - January 2024

- Led a team of 5 to deliver 1K+ monthly assets for Topic.com, a multi-platform streaming service
- Managed titles across US & Canada markets, ensuring seamless channel launches and troubleshooting
- Improved cross-departmental workflows, driving increased efficiencies and maintaining high standards

Director, Content Operations, Topic

May 2019 - June 2022

- Indispensable leader in Topic's transition from digital magazine to streaming service
- Successfully led channel launches on Apple TV, Roku, Bell Canada, and Xumo
- Managed metadata for extensive content library and weekly new title deliveries

Deputy Director, Social, Topic

December 2016 - May 2019

- Launched Topic's social presence, gaining 530K+ followers in one year across Facebook, Instagram, Twitter, YouTube, and Vimeo
- Pioneered content for Facebook Watch; created "The Loving Generation" (13M+ views, 145K+ followers)
- Developed newsletter growth strategy resulting in 120K+ subscribers in year one

Fusion - Senior Social Media Manager

February 2015 - December 2016

- Managed partner relationships and led social strategy for special projects and newsletters (both internal and public-facing)
- As Acting Director of Social I oversaw a team of 5 and streamlined cross-departmental workflows
- Led social execution for Iowa Brown and Black Forum (hashtag trended #2 nationally)
- Doubled average monthly impressions and mentions; launched 500K+ subscriber newsletter

Independent - Social Media Management & Consulting

January 2010 - February 2015

- Developed social strategy and managed accounts for multi-million dollar clients including Levi Strauss & Co./Doug Aitken, PRFCT Earth Project, and more

SKILLS/ACHIEVEMENTS

Skills: Content operations, audience development, social media, partner/vendor relations, program management, team leader

Certifications: Foundations of Project Management (Google), ChatGPT & Prompt Engineering, AWS Basic Skills

Software/Platforms: Mac/Windows, Hubspot, Asana, AWS, Aspera, Hootsuite, Sprout, Mailchimp, Adobe Suite, Google Workspace, Google Analytics, Microsoft 365, Monday.com, Airtable, Jira, Rightsline, Logic Pro, Wurl, VHX