

BRIAN LITVACK

brianlitvack@gmail.com

EXPERIENCE	CSTV: COLLEGE SPORTS TELEVISION	
2003-Present	Director of Online Business Development, 2005-Present	New York, NY
	<ul style="list-style-type: none">• Assessed online business opportunities in the wireless, gaming, fantasy sports, alternate distribution, and online community sectors leading to working relationships with Apple, MLB Advanced Media, Maven Networks, Amp'd Mobile and TiVo.• Constructed online and new media business plans by collaborating with production team and sales executives to drive new revenue streams, create sponsorship opportunities and increase online inventory.• Devised and implemented podcasting solution to distribute content throughout the CSTV online network and iTunes, resulting in CSTV's first alternate distribution sponsorship deal and over 60,000 podcast downloads.• Created the first online fantasy college football product which generated \$150,000 in revenues and more than 7,000 participants in 2005.• Contributed to NCAA March Madness On Demand video streaming product by coordinating promotions with marketing partners, acting as a liaison to production and rights partners, and maintaining departmental progress reports for review by senior executives.• Developed CSTV Slogville, leading to the creation of over 50 original blogs by CSTV editors and student reps.	
	Business Development Associate, 2004-2005	Carlsbad, CA
	<ul style="list-style-type: none">• Managed sales, promotions, production and order fulfillment for online auction program, generating more than \$300,000 in annual sales for 30 participating universities.• Created database to streamline auction processes and track transactions and inventory.• Coordinated projects and business partnerships with eBay, Hilton, Mobliss and StubHub.	
	Web Editor, 2003-2004	Carlsbad, CA
	<ul style="list-style-type: none">• Edited and updated over 40 official university athletic department websites.• Designed unique web pages for sporting event recaps, conference tournaments, school championships and awards, and specially requested pages by athletic departments.	
Summer 2001	NEUBERGER BERMAN, LLC	New York, NY
	Trading Floor Intern	
	<ul style="list-style-type: none">• Managed and updated over 60 daily account blotters for equity trades.• Created monthly and quarterly commission and performance reports for Prime Brokerage and Correspondent Clearing Services.	
Summer 2000	Consulting Services Group Intern	
	<ul style="list-style-type: none">• Assisted in sale of municipal bonds by receiving bids on bonds from over 15 firms daily.• Compiled weekly outlier and benchmark reports that were analyzed by asset managers when making investment decisions.	
EDUCATION	UNIVERSITY OF MICHIGAN	Ann Arbor, MI
	University of Michigan Business School	
	Bachelor of Business Administration, May 2003	
	<ul style="list-style-type: none">• Emphases in Computer Information Systems, Marketing and Finance• 3.5/4.0 GPA• Graduation With Distinction, Class & University Honors, William J. Branstrom Freshman Prize• Completed independent research projects in online marketing and search engine optimization	
ADDITIONAL	<ul style="list-style-type: none">• Creator, Publisher and Editor of LittyHoops.com, a college basketball website and blog• Proficient in HTML, Javascript, Excel, PowerPoint, Access and Adobe Photoshop• Passionate traveler, avid reader, college sports aficionado	