

David Buivid

Creative Consultant & Producer:
Interactive Marketing

(203) 856-1045
DAVID.BUIVID@GMAIL.COM
601 LORIMER STREET, APT 2F
BROOKLYN, NY 11211

PROFESSIONAL PROFILE:

Dynamic business leader who drives award-winning creative content development inspired by cultural trends via Interactive Marketing Strategy and Brand Design. Experience across a variety of industries.

Serves as a strategic bridge between brands and a full spectrum of messaging activation needs from print to digital and video to create marketplace impact.

Effective team builder and public speaker with experience presenting to large public audiences.

CLIENT VERTICALS:

B2B, Entertainment, CPGs & Funded Startups

CORE COMPETENCIES:

Team Management, New Talent Development, Project & Event Production, Presentation Development & Production, Brand Promotion & Activation.

Experience

BUIVID, LLC

JUNE 2017 - PRESENT

Brand Consultant

SELECT PARTNERS & RELATIONSHIPS:

KRASDALE FOODS, HENDRICK'S GIN,
MINUS5, ATKINSON CANDY CO, QOID

- Business consulting & brand activation with digital focus
- Innovation direction for sponsored events
- Program development and production
- Corporate messaging & video production

NUTMEG CREATIVE (NYC)

NOVEMBER 2015 - JUNE 2017

Executive Producer Interactive Marketing

SELECT CLIENTS: DANNON (ACTIVIA,
OIKOS, HEALTH INFLUENCER PROGRAMS),
WEBSTER HALL, NYCSUBWAYADS.COM,
BETTER THAN BOUILLON, MTV

- Repositioned and rebranded a legacy post production shop (Nutmeg Post) to create full-service creative agency.
- Established interactive marketing design team that planned, designed, developed, and deployed digital marketing strategies for brands.
- Solely responsible for developing client relationships, envisioning and producing projects, and team leadership.
- Structured and executed multi-channel business deals.
- Expanded company client base into five new verticals.

NIMBLE DIVISION (NYC)

JANUARY 2012 - OCTOBER 2015

Head of Digital & Brand/Partner

SELECT CLIENTS: BEST BUY, TRACX, RAILEX, SEA CUISINE (HIGHLINER FOODS), NOVATEL WIRELESS, RAINDRIP (NDS), CONDÉ NASTÉ (DETAILS), RANDOM HOUSE, ALLSTAR PRODUCTS GROUP (SNUGGIE/DRTV)

- Created, named, positioned and launched boutique creative agency, as well as identified business areas for growth beyond legacy Network TV/Broadcast client profile of MindSmack TV.
- Identified and developed prospects into long-term clients by directly leading and managing all Brand/Identity & Interactive/Digital projects. Generated \$2M+ in revenues.
- Led multiple business units, established systems and workflows to grow client base.
- Produced 100+ digital projects over a wide variety of project types (promotional, e-commerce, corporate, branding, CPG, B2B).
- Served as business development manager in the absence of a dedicated resource.
- Developed *Social Prompter™*, a live social event platform. Clients included Petco, Lincoln Motor Company, Delta, Google, Patagonia, Canon, Scripps Network, Pernod Ricard, TEDxWallSt. Generated \$500k+ revenue over two years.

MINDSMACK TV (NYC)

MAY 2008 - MAY 2015

Interactive Producer

SELECT CLIENTS: VIACOM (VH1, MTV, COMEDY CENTRAL, SPIKE), SCRIPPS NETWORKS (FOOD NETWORK, HGTV, TRAVEL CHANNEL), TRUTV, LEXUS, PEPPERIDGE FARM, SUNDANCE CHANNEL, TIME WARNER CABLE, NATGEO

- Startup employee #3 for a post-production shop, generating over \$10M in revenues.
- Hired, developed and led new interactive team to provide client services, graphics coordination, concept development, and event services.

ENDLESS RECORDINGS & ARTIST MANAGEMENT

MAY 2004 - MAY 2010

Founder/Owner

- Entrepreneur with solid, hands-on background in live and recorded music business.
- Successful track record of developing new talent. Booked tours and opening slots for national touring groups including Arcade Fire.

PWW CARES 501(c)3 (WORLDWIDE PSYCHOS, Inc)

NOVEMBER 2013 - PRESENT

Co-Founder/Interactive Community Director

- Create and direct all digital & brand-related activity for "direct-to-recipient" global charitable organization, 501(c)3, based in NY.

Education

NEW YORK UNIVERSITY

2007-2009

Master's level coursework in Music Business program (Stern/Steinhardt)

TUFTS UNIVERSITY

2002-2006

B.A. Economics (Cum Laude)