

Arya Sundar

943 St. Marks Avenue • Apartment 1B • Brooklyn, NY • 11213

Email - aryavsundar@gmail.com

Cellular - (646) 226 8056

Summary

Producer (Audio, Video and Visual Effects) and **Sales Director** with 10+ years of combined experience across media (digital, social, TV, print, OOH and radio), entertainment, financial services and legal industries. Seeking to drive business via content production, consultative sales processes, creative resources, and technical domain knowledge. IAB Digital Media Sales Certified.

Professional Experience

Managing Partner, Prism Post LLC (www.prismpost.com) New York, NY (8/2017 - Present)

Managing Partner and Producer. Supervise audio, video and motion graphics production for broadcast, advertising, film, medical communications and digital media. Perform direct sales, drive vision for client partnership and identify new opportunities for growth. Manage studio editors, designers, mix engineers and videographers. Clients include: Viacom/MTV Networks International, Novo Nordisk, Citigroup, Dey Pharma, Boehringer Ingelheim, Audible Inc., Medical Knowledge Group, Edulence Inc., Senovva Inc., Rabbit Bandini Productions (Actor – James Franco), The Cartoon Network, Comedy Central, NYU – Tisch School of the Arts and Columbia University Council for the Arts.

Director – Sales (Enterprise/Agency/Publisher), Datorama, New York, NY (4/2016 – 8/2017)

Platform Seller for Datorama, a SaaS based BI platform that centralizes media and marketing analytics from any source, and automates campaign reporting across all sources for publishers, agencies and brands. Prospect, pitch, demo and close new business against a yearly target. Employ consultative and structured sales approach utilizing “BMANTR” framework and product knowledge to pitch, qualify and close prospects. Maintain qualified pipeline of 3x target MRR (monthly recurring revenue) and closed over 150K in Services revenue and MRR. Enable transition of new clients to Client Success, Professional Services, and Enablement teams.

Director – Platform Sales, AOL, New York, NY (6/2015 – 4/2016)

Account Director and Platform Seller for ONE by AOL platform. Sell and deliver cross channel (Desktop, Mobile and Tablet) Display and Video campaigns running on ONE by AOL programmatic stack. Construct and pitch performance and branding strategies based on agency and brand objectives, manage campaign delivery and open new opportunities. Guide internal Sales, Product and Operations teams through client needs assessments and gap analysis. Manage server integrations and process automation to embed AOL deeper into client and brand partnerships. Met/exceeded revenue goal for all quarters during tenure.

Technology Strategy Manager – Client Technology Services, IPG Mediabrands, New York, NY (7/2013 – 6/2015)

Lead Technology Strategist for BPN, an IPG Mediabrands media buying and planning agency. Advise executive management regarding analytics automation, product development and technology best practices. Represent technology capabilities to external brand-direct clients. Oversee a \$4MM/year budget covering project builds, third party data, research and production vendor costs. Direct teams of 10+ business analysts, designers, database architects and programmers to deliver cross-functional projects including interactive dashboards, creative media, websites and mobile applications. Automate reporting of paid, owned and earned media analytics across multiple channels (TV, Digital, Social) to generate target insights and further upsell clients. Operate in a leadership capacity alongside media directors, executive management and new business teams.

Managing Partner, Prism Post LLC (www.prismpost.com) New York, NY (1/2008 – 7/2013)

Managing Partner and Producer. See above for description.

Lecturer, Ecole Superieure de Realisation Audiovisuelle (ESRA), New York, NY (9/2010 – 09/2013)

Lecturer for audio and video post-production undergraduate class. Responsibilities include curriculum development, workshop instruction, project assignment, testing, grading and student supervision. Curriculum involves the overview of post-production methodologies, audio/video editing, sound design, delivery specifications, session organization and related film and audio principles. Workshops include surround sound mixing, video preparation for dubbing/layback/authoring and technical supervision for annual student film festivals. Provide guidance to school directors regarding evolution of program.

Audio Engineering Supervisor, Clive Davis Department of Recorded Music – NYU Tisch School of the Arts, New York, NY (8/2008 – 1/2009)

Provided supervision, maintenance and operational assistance to undergraduate recording arts program at NYU. Performance of duties require advanced operational understanding of studio recording hardware and software, problem solving and technical repairs. Facilities include SSL K-Series console, API Vision console, ProTools HD and LE systems, Logic Pro, Reason and various analog and digital signal processors.

Audio Engineer, World Wide Audio Incorporated, New York, NY (9/2007 – 3/2008)

Sound Designer, Studio Engineer for audio and video post-production facility. Facility featured Dolby and DTS approved dub stage and a Euphonix System 5 console interfacing with Pro Tools HD. Was responsible for performing creative audio editing services, maintaining client relationships, interpreting and serving client needs, supervising and training interns and performing technical studio maintenance. Studio clients included Ecole Superieure de Realisation Audiovisuelle (ESRA), Postfactory NY, The Cartoon Network, HBO and Lincoln Mercury.

Audio Engineer, Splinter Films II, LLC, Oklahoma City, OK (6/2007 – 8/2007)

Audio engineer and boom operator for production sound team during the filming of *Splinter*, an independent film. Duties and responsibilities included rigging and managing audio gear used to capture dialogue during film, live mixing and field recording. Assisted with the pre-production phase of the project by providing logistical support to Locations and Finance departments. Contributions included creating flow charts of financial data, performing site inspections where principal photography/cinematography was conducted, proofreading legal documents and co-managing Production Assistants.

Associate, PricewaterhouseCoopers LLP (PwC), Dispute, Analysis and Investigations, New York, NY, (1/2005 – 9/2006)

Served in numerous capacities for a multi-national accounting firm in the Dispute, Analysis and Investigations group. Group services include litigation support, forensic accounting and fraud investigations, anti-money laundering investigations, Foreign Corrupt Practices Act (FCPA) investigations, and related financial services for PwC clients. Tasks included audit support, analysis of clients' business data, managing economics of projects and reviewing evidence during investigations. Ability to focus on client interests, such as forecasting damages to clients' business during litigation, understanding the nature of clients' businesses and maintaining positive relationships with clients was required. Extended roles on projects include services for Delphi, Lehman Bros., AIG, UBS Warburg, Computer Associates, Convergium, Union Bank of California and Eliot Spitzer – Former Attorney General of The State of New York. Contributions to internal projects include Statoil, and PwC Project Toolkit.

Investigator, New York City Civilian Complaint Review Board, New York, NY, (4/2002 – 1/2005)

Independently conducted investigations of NYPD police officers that have been charged with allegations of misconduct - namely force, abuse of authority, discourtesy and offensive language. Investigative actions include interviewing civilian complainants, victims and witnesses, as well as police officers and other members of service often in an adversarial setting. Utilized documents regarding official police procedure, medical records, and criminal procedure law in order to supplement testimonial evidence. Selected to mentor investigators and assist in their training. Selected to be one of two investigators to participate in the semi-annual NYPD Internal Affairs Training Seminar designed for recruited officers assigned to the Internal Affairs Bureau.

Education and Professional Affiliations

New York University ▪ New York, NY

Steinhardt School of Culture and Education, Master's of Music Technology - (Spring 2007 – Fall 2009)

Concentration in recording engineering, film scoring and audio/video post-production. Thesis: Designing a Server Based, Scalable Digital Audio Transcoding System.

The American University ▪ Washington DC

School of Public Affairs, Bachelor of Arts, Law and Society - (Spring 1997 – Fall 2001)

Boston University ▪ Boston, MA

Participated in the Spring 2001 *Boston University, Sydney Internship Program* located in Sydney, Australia. Held position as a journalist with a major Australian entertainment publication while attending classes administered through Boston University.

Membership within the following organizations: Interactive Advertising Bureau (IAB), Audio Engineering Society (AES), American Society of Composers, Authors and Publishers (ASCAP), Game Audio Network Guild (GANG).