

Tim Falkenberg

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RED BULL MEDIA HOUSE



SENIOR MANAGER, OWNED CHANNEL AUDIENCE DEVELOPMENT

Salzburg, Austria – July 2017 to present

- Developed playbook of best practices for content evaluation, on-platform featuring/user journeys, and full network multi-channel release plans for Red Bull TV and redbull.com; these tools were subsequently distributed to local programming teams around the world as the foundation for successful territory-specific localization
- Drove YOY growth in visitors, total time spent, and return visits; synthesis of analytic and editorial evaluation to create audience-specific growth strategies and drive RBTv app downloads
- Led team implementation of AirTable, systematizing complex workflows and increasing visibility on key project information

COPY EDITOR, RED BULL TV (Contract)

Santa Monica, California – April 2016 to July 2017

- Directed all copy production for Red Bull TV, managing in-house and remote freelancers
- Established Red Bull TV style manual for app launch; edited archive Red Bull content to fit and ensure UX consistency throughout the platform

ZEALOT NETWORKS



MANAGING EDITOR, NEW ROCKSTARS

Los Angeles, California – August 2015 to January 2016

- Re-launched website, increasing readership by 100,000 sessions/month
- Hired and managed freelance writers; in-depth editorial coverage of the MCU, Star Wars, Game of Thrones, The Walking Dead, and more
- Collaborated with YouTube team to develop videos and cross-promote content
- <https://newmediarockstars.com/author/tim-falkenberg/>

MXDWN.COM



MANAGING EDITOR, MXDWN MOVIES

Los Angeles, California – April 2013 to June 2015

- Launched movie section of the site, established relationships with major industry studios and publicists, and developed a slate of news, reviews, editorial features, and film festival coverage
- Managed 15+ freelance writers and editors, including day-to-day management of features and reviews
- <https://movies.mxdwn.com/author/tim-falkenberg/>

SCHOOL OF DANCE & MUSIC



ASSISTANT to the CEO/SPECIAL PROJECTS MANAGER

Los Angeles, California – October 2013 to July 2015

- Improved website SEO by rewriting web copy and creating new student resources
- Streamlined business operations by conducting a full management systems audit
- Created small business and marketing seminar pilot program with CEO Lilliana Somma

RAMO LAW



ASSISTANT

Beverly Hills, California – August 2012 to September 2013

- Provided detailed development notes for more than 100 independent film projects, including Like Crazy, The Butler, Short Term 12, and Fury
- Covered multiple attorneys' desks, including one firm partner

FICTION EDITOR

Wheaton, Illinois – September 2010 to May 2012

- Led selection of submissions
- Worked with selected writers to edit and improve stories on tight deadlines

EDUCATION

B.A. in CREATIVE STORYTELLING

Wheaton College, Wheaton, IL – May 2012

- GPA: 3.56/4.0, Cum Laude Graduate, Dean's List Spring 2009 – Spring 2011
- Interdisciplinary studies honors program; classes in English and communications forming a holistic study of storytelling craft, culminating in a thesis theory paper and screenplay adaptation of a short story
- <https://www.wheaton.edu/academics/programs/interdisciplinary-studies/>

SKILLS

- | | | |
|---------------------------------------------|-------------------------|------------------------------|
| • Writing & Editing
(AP & Chicago style) | • SEO | • Slack |
| • Content Development | • MS Office | • Basic Adobe Creative Suite |
| • Digital Strategy | • AirTable | • Basic HTML and CSS |
| • Project Management | • Wordpress & CMS tools | |
| | • Google Analytics | |

ADDITIONAL PUBLISHED WORK

"Hunting"

Flash fiction, published in the *Red Savina Review*, Fall 2013 issue

<http://www.redsavinareview.org/wp-content/uploads/2012/08/RSR-1.2-PDF-Free.pdf>

"Mourning"

Short story, published in *Touch: The Journal of Healing* Issue 9 (January 2012)

<http://thelivesyoutouch.com/touchjournal/Issue09/Mourning.html>

Bird & Bee Book Review

Book discussion blog (co-founder), 2013 – 2015

<https://birdandbeebookreview.com/>

LANGUAGES

- Intermediate Spanish
- Advanced beginner German (A2)

HOBBIES

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|--------------------------|-------------------------|
| • Cycling (road and MTB) | • Baseball |
| • Reading | • Hiking |
| • Movies & TV | • Games (board & video) |
| • Soccer | |