


Jeffrey Lee Simons Senior Level Marketing Executive

Professionally: From building a leading podcast brand and a million-plus-subscriber YouTube channel, to creating multinational promotions for global brands, to co-designing critically acclaimed collectible card and role-playing games, I am a senior level marketing executive with a unique blend of over 34 years of podcast marketing, social media community building, promotional partnerships, advertising, interactive, branding, marketing, paid and organic search, direct response, analytics, and game design.

Personally: I'm a storyteller who has spent my life focused on the things people do for fun, from games and hobbies to comic books and podcasts. I love building and managing teams of incredible people and empowering them to do the best, most fun and fulfilling work of their careers. And I write science fiction.



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StarTalk

2012 – 2020

Director of Digital Operations/Social Media

As Director of Digital Operations, I managed an amazing team publishing and supporting multiple podcasts and live shows (doing everything except making the actual podcasts) for the chart-topping, Webby Award-winning *StarTalk Radio with Neil deGrasse Tyson* (11 seasons), as well as *StarTalk Sports Edition*, *StarTalk Live*, and, formerly, *StarTalk All-Stars* (3 seasons) and *StarTalk Playing with Science* (4 seasons).

As Social Media Director, grew our nascent social media footprint into a leading science and education social media brand using part timers and volunteers. Grew our YouTube channel from 49 to 1.3 Million subscribers. Managed consumer generated content program for 4x Emmy-nominated *StarTalk TV* show on Nat Geo Channel. Launched crowdfunding efforts on Patreon, retail operations, and paywall offering. Managed our internship program, mentored 25+ students, some who became paid staff.



Tanen Directed Advertising

2000 – 2012

Director of Integrated Marketing

Provided thought leadership, strategic planning, analytics, and developed multi-channel, integrated marketing campaigns for national B2B and B2C clients including Citigroup, PepsiCo, MasterCard, Pitney Bowes. Hands-on project management of client paid search campaigns, social media, search engine optimization, blogs, website design, development and ongoing site management, interactive advertising campaigns and email campaigns. Key member of new business team, developed/managed agency website.



Marvel Entertainment Group, Inc

1992 – 1995

Creative Director, Corporate Marketing

Helped form Corporate Marketing Dept., driving revenue from \$1 million to over \$15 million, with Marvel being named *BrandWeek's* 1996 "Kids Marketer of the Year." Started as a copywriter in 4-person Adv/Promo department, which I helped grow to 50 people as Assoc. CD, spun off Corp. Marketing.



Model Expo

1985 – 1987

Marketing Director

Started as a copywriter, became Marketing Director for three divisions at what was at the time America's largest direct response hobby company. Also managed and wrote *The Lion's Share* men's luxury gift catalog.



QED Games, Inc.

1995 – 2003

President/CEO

We designed, manufactured and sold collectible card games, roleplaying games and board games incl. critically acclaimed *Blue vs. Gray: The Civil War Card Game*, *The Marvel Universe Roleplaying Game*, *Dog Eat Dog*.

I have worked with these brands directly, as clients, or as promotional partners:



Books

- *StarTalk with Neil deGrasse Tyson: Everything You Ever Need to Know About Space Travel, Sci-Fi, the Human Race, the Universe, and Beyond* (Editor, 2016)
- *Spirit in Realtime* (Author, 2015) and *The People Who Don't Count* (Sequel, currently in development)
- *This Crazy Quilt: Parenting Adult Special Needs One Day At A Time* by Jill Edelman (Editor/Packager, 2012)
- *Toyphabets* (Author, 2009)
- *Making Money While Making a Difference: How to Profit with a Non-Profit Partner* (Co-author, 1999)
- *Lexicon: Words and Images of Strange* (Author, 1996)