

Nir Bashan

Managing Director | CEO

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Nir Bashan is drives innovation through leadership.

By setting vision and strategic direction, he inspires all constituents to execute the vision to achieve company goals. He has experience managing a diverse workforce including sales, operations, technology, client service and finance.

Business development is his specialty. Client care, relationship building and recruiting are his core competencies. Helping staff realize their full potential and ensuring profitability is his passion.

EXPERIENCE

Synect Media Orlando

August 2014 - Present

Managing Director

- Expand relationships and partnerships that deliver sustainable funding streams
- Performance manage and coach direct reports and develop the right environment for success
- Build a sense of urgency in a customer-focused, growing and continually changing organization
- Drive profitability while managing risk and ensuring operational excellence
- Work in partnership with finance to prepare and oversee annual budget. Effectively understands and oversees financial accounting, budgeting and reporting by identifying trends and thus reforecasting to meet the financial goals and expense management for assignments
- Help all lines of business to achieve market share growth by providing entrepreneurial leadership with vision, strategy & fiscal leadership
- Serves as a change agent for business improvements; develops buy-in and support for new initiatives and processes. Responsible for building a culture of teamwork and accountability throughout the organization
- Serves as the primary advocate, fundraiser, spokesperson, and administrator

Javelin Agency Seattle

April 2014 - August 2014

Creative Director

- Set ambitious revenue goals, met and exceeded revenue goals on all accounts
- Reviewed and critiqued work from multiple creative teams
- Balanced payroll, reviewed P&L sheets and budet reports in concert with finance
- Shown extensive global brand experience and consumer insight savvy
- built partnerships with many varied personalities and management levels
- Worked , developed and earned growth on accounts such as Sparkling Ice
- Worked with internal and external media partners to best deliver most effective & innovative industry recognized creative

Art Center College of Design Pasadena Graduate and Undergraduate Studies

April 2006 - July 2014

Professor

Taught the courses below at a collage in graduate and undergraduate programs while working professionally:

GRADUATE LEVEL

Adjunct Professor, 'Guest Lectures and Field Trips' sbc-525 / adt - 310

- Introduce current practices and customs to students directly from industry professionals out in the field.

Adjunct Professor, 'Independent Study' sbc-975 / adt - 499

- Student directed study exploring specific goals and targets including storytelling, business plans and creative start-up companies

UNDERGRADUATE LEVEL

Adjunct Professor, 'Film/Sell' adt-345

- Collaboration course comprising of Graduate Film students and Undergraduate Advertising students that result in commercial,

branded content or short branded film portfolio level work.

-Students have won Addys, Emmys and Cannes Lions with class projects while learning to apply business principals and acumen to their work.

Adjunct Professor, 'Agency Roadshow' adt-330

-Students learn how to network and interact with leading advertising agencies and holding companies through weekly field trips and guest speakers. Emphasis on business skills and 'real-world' learning.

Oishii Brand Los Angeles

June 2010 - January 2014

Creative Director

- Appropriated executive budget snapshot and staff hour management profitability outlook
- Oversaw the objectives of the client were met throughout the course of all projects
- Fostered strong, positive, collaborative relationships between creative department and others
- Learned and propagated emotional Intelligence
- Worked, developed and earned growth on accounts such as NFL Network and EA Sports
- Applied equal parts mentor, leader, visionary, entrepreneur
- Strategically analyzed key metrics and effective management of cash flow and working capital needs of the business

Scripts Network Los Angeles

March 2011 - September 2013

Creative Director

- Analyzed company operations to pinpoint opportunities and areas that need to be reorganized, down-sized, or eliminated
- Estimated requirements for capital, equipment and an increase in the work force
- Established a deep knowledge of the brand, platform and product suite, audiences, marketing channels and collateral
- Displayed strong analytical capability, especially in understanding and applying marketing/retail trends and marketing communication principles with a deep understanding of program ROI

Rogers and Cowan Los Angeles

November 2011 - January 2012

Creative Lead

- Displayed in-depth knowledge of omni-channel marketing including digital, social, SEM, SEO, Display and organic search, direct mail, broadcast and CRM
- Built customer loyalty and frequency using CRM tools. Partnered internally to develop CRM strategy and source tools for future implementation
- Oversaw the collective brand execution across all channels and platforms to ensure consistent, effective and timely communication with all stakeholders
- Assisted in day-to-day on planning and execution of all company-wide initiatives including analysis, strategy development, creative execution/production and field communications through post analysis.

EDUCATION

Art Center College of Design Pasadena

2004 - 2006

Masters

University of Southern California

June 1996 - July 1999

Bachelors in Science

RECENT ACHIEVEMENTS

The Creator Mindset

I am publishing a book with McGraw/Hill Education on how to use creativity to improve the bottom line

Hiring

I have hired over 600 people in the course of my career, some of whom have gone on to start or run their own companies

Philanthropy

My wife and I are active in our religious and secular community by volunteering and donating to worthwhile causes

Speaking & Lectures

I am invited to speak and lecture all over the world on topics relating to business growth, revenue generation and fostering innovation