

MARKHAM NOLAN

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Since 2010, I've led digital teams, driving growth through better operations, working where the data, technology, content and strategy meet. I drive teams to identify patterns and opportunities, and develop strategies to capitalize on them. I bring about organizational change that makes businesses more focused, efficient and creative.

WWE (World Wrestling Entertainment): VP, Media Operations, (Apr '19 –Jun '21)

Led a team of 30 driving digital content strategy & delivery. Managed products delivering ARR of \$200M+, including the WWE Network streaming platform, a social footprint of >1 billion followers, and the largest sports YouTube channel in the world.

- Led replatforming, new acquisition/retention operations for new WWE Network – SVOD OTT product with 1.5M subs, 11,000 hours of VOD, live stream events
- Launched AVOD 'Free Version' of WWE Network & led operations and strategic programming, adding a crucial & successful conversion channel to our SVOD product.
- Oversaw multi-platform streaming product QA, platform vendor relationships and product feedback/development with WWE product leads
- Led user data analysis & strategic content programming to drive platform growth
- Led content & metadata delivery; programming strategy support to international & platform partners
- Digital lead for strategic rights protection on all major platform & partner term sheets
- Led user & revenue growth on 76 million-subscriber YouTube channel network, a multi-million dollar revenue stream & YouTube's biggest sports channel, and new video revenue strategy on Facebook - 750% YOY growth April 2020-21
- Relationship lead for ecosystem of strategic platform partnerships

CBS NEWS DIGITAL: Senior Director of Editorial, Growth & Engagement (Nov '16 - Apr '19)

Led audience growth for all CBS News Digital platforms including CBSN OTT/Streaming news service via the CBS News app; ran [CBSNews.com](https://www.cbsnews.com) editorial team.

- Drove CBS News Digital to its best calendar year of traffic, followed by record Q1 for VOD streams, visits, page views (152% yoy increase in streams from 2017)
- Led & ran cross-platform digital strategy pulling in teams from 60 Minutes, Face The Nation, CBS This Morning, 48 Hours, CBS Sunday Morning.
- Led new cross-division workflows across digital & broadcast, integrating siloed teams for priority news events & high-profile content; integration with CBS All Access. Owned video content selection & placement strategy on all app platforms
- Led end-to-end refresh of cross-platform newsletter & push notification acquisition strategy; traffic from push increased 30% within 3 months.
- Led CBS News social video rebrand & strategy, driving 100% growth over six months
- Created new strategic SEO news publishing workflows to widen user acquisition funnel
- Oversaw delivery on cross-platform impression goals for major ad clients.
- Senior stakeholder on all VOD/live product iterations; QA on all deployments
- Senior editorial team stakeholder in all product vendor assessments
- Won Google News grant for new connected TV interactivity project

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VOCATIV: Head of Visual Storytelling / Managing Editor (Nov '13 to Nov '16)

Hired to lead news team, align cultures & workflows of Israel-based ex-military analyst team & US-based traditional reporter team in a tech-driven new media venture

- Built & ran Vocativ's 13-strong data journalism team, creating data-driven, visual, interactive content for a mobile-first millennial audience
- Led internal data literacy programs to educate journalists in data cleaning, analysis and how to identify story opportunities within datasets
- Directed editorial for data-driven branded content projects for New York Fashion Week & Euroleague basketball finals
- Led Vocativ's news team of 30+ journalists, editors, analysts, producers in NYC & Israel
- Drove traffic from 2m to more than 8m unique monthly visitors

STORYFUL: Managing Editor, Storyful (Nov '10 - Nov '13)

On founding team of world's first social media news verification & video licensing agency

- Grew Storyful from team of five to a 35-person org [bought by Newscorp for \\$25M](#)
- Built groundbreaking social news gathering & content discovery workflows & processes, hired, trained and ran global news team, installing successor managing editor
- Won & managed new business for special editorial projects division, driving revenue equivalent to ~\$1million/yr, highest margin division in the company at that time
- Won contracts with Google Africa to deliver multiple election-monitoring app deployments providing social intelligence and curated content dashboards
- Directed investigative/editorial support for newsrooms of top-tier global news clients
- Led API integrations, consultancy on documentary projects for Wall St Journal & Channel 4 News (UK)
- Represented Storyful, speaking at TED's London Salon event in 2011, TEDx Houses of Parliament and multiple other client conferences
- Managed contractors, intern program in addition to editorial team

Education:

- MA, Journalism, Dublin Institute of Technology 2004-2005
- HDip Development Studies, University College Dublin 2003-2004
- Bachelor of Civil Law, University College Dublin 1998-2001