

MAJIYE UCHIBEKE
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EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA, School of Cinematic Arts Jan 2021 - May 2024
MFA, Film and Television Production

ST. ANDREWS UNIVERSITY, Division of Liberal & Creative Arts Jan 2015 - Dec 2018
B.A. Communication Studies

PROFESSIONAL EXPERIENCE

FREE MOVIES PLUS - STREAMING CONTENT STRATEGY May 2023 - Present

- Manage a library of 8,000+ movies and series on streaming platforms: FreeMovies+, Classic Movies+, Action+, Horror+, Comedy+, Crime+, FamilyFlix+, VHS+, Westerns+, Christmas+, etc. on Roku, Amazon FireTV, Vizio, etc
- Program the content experience on Live TV apps, 24/7 FAST channels on Sling, LG, FreeVee, Plex, TCL FAST, Vidaa, etc. Create Marketing & Promotional strategy for FAST channel, including TV ads and social media promotion.
- Manage ingestion workflow from content acquisition to delivery and programming on the app front end.
- Troubleshoot, monitor system operating health, resolving incidents, ensuring proper functionality across all platform's front-end display.
- Review VOD deliveries and coordinate with content partners to assure assets are ingested in timely manner.

BLACK MOVIES PLUS - NETWORK DIRECTOR Aug 2023 - Present

- Manager of App VOD Deliveries and Programming for over 5,000+ movies.
- Manage a team of 6 members to research, ingest, add metadata and poster assets to movies and series.
- Content Acquisition, content partner success, manage marketing and user experience, providing technical and operational support to executives.
- Monitor analytics and pivot to ensure maximum ROI on investment.

NETFLIX DOCUMENTARY POST- PRODUCTION INTERN Jan 2022 - April 2022

- Worked on Arnold Schwarzenegger Netflix Documentary Series, "Arnold", released June 7, 2023.
- Archival research and archiving, ensuring over 20,000+ archival videos, photos, news articles, etc of Arnold Schwarzenegger are properly catalogue for spontaneous delivery to editors in the post-production process.
- Interview transcription in AI programs, making sure all the interviews and audio soundbites are properly transcribed for subtitles and audio description purposes.
- Review edits and rough cuts, reporting feedback to editors, directors and producers.

ST. ANDREWS UNIVERSITY - VIDEO PRODUCER & EDITOR

Aug 2016 - Jan 2020

- Started as a work study, but hired to work full time after graduation.
- Pre-production, production and post-production of video and photography contents, formatted for web and social feeds, using Adobe Creative Cloud softwares.
- Assisted Director of Communications in the development and execution of public affairs, marketing, digital communications, social media.
- Produced weekly video contents for the school admissions team which helped drive admission rate into the football team by 15%.

MINNOW MEDIA PRODUCTION INTERN

Jan 2017 - Dec 2018

- Assist production staff in developing relevant stories for television.
- Research topics using a variety of sources, including video archives, the internet, library archives and others as needed.
- Support staff by taking detailed notes during meetings, inputting data into the computer and performing other tasks as required.
- Provide assistance as needed in all components of the production, including sound, lighting, camera, editing and postproduction.

SOCIAL MEDIA NAIJA HACKS

June 2018 - October 2018

- Developed materials for online promotions, website features, social media posts, and online advertising campaigns.
- Analyzed promotions and campaign effectiveness, developed and implemented strategies to grow online presence.

SOCIAL MEDIA CONTENT CREATION MAJSHOTIT

August 2015 - January 2020

- Create photo and video contents using high end equipment e.g RED camera
- Photo and video editing, oversea social media platforms, Instagram
- P.R. and costumer acquisition, social media advertising

SKILLS

- OTT/AVOD/Live/Direct to Consumer Specialist.
- Experience as a network/streaming partner
- Strong ability to multi-task and context-switch with ease in a fast-paced environment.
- Proficiency in data analysis and analytical thinking.
- Strong communication skills, both verbal and written.
- Process-driven and very detail-oriented.
- Photography & Video Production and editing with Adobe CC, AVID, etc,
- Social Media content creation, management and marketing.

AWARDS

- Directors Guild of America Documentary Directing Award for film "I Am More Dangerous Dead".
- BAFTA Finalist.
- Multiple Awards at film festivals like March on Washington, Michaeux, Burbank Film Festival, etc.