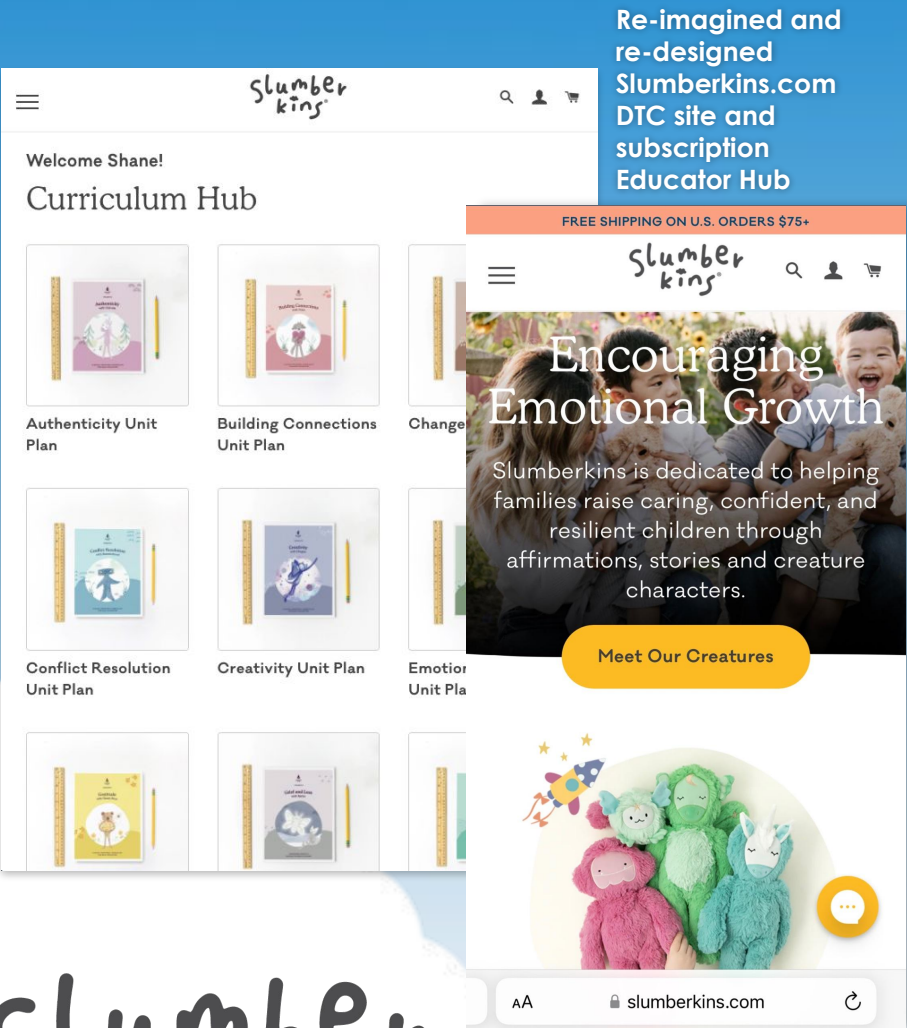


SHANE LINDLEY PORTFOLIO

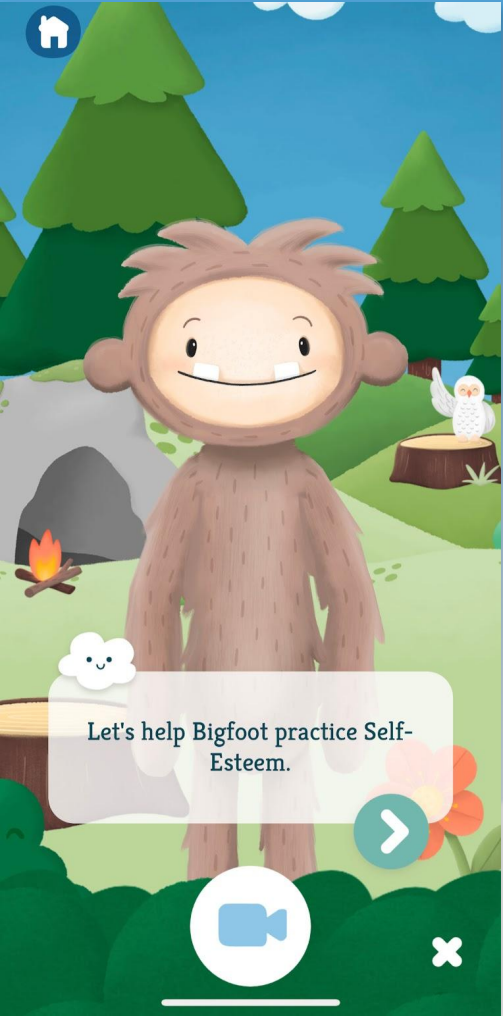
shane@imaginaryeric.com
203.947.0719

Vice President, Digital Products & Programming

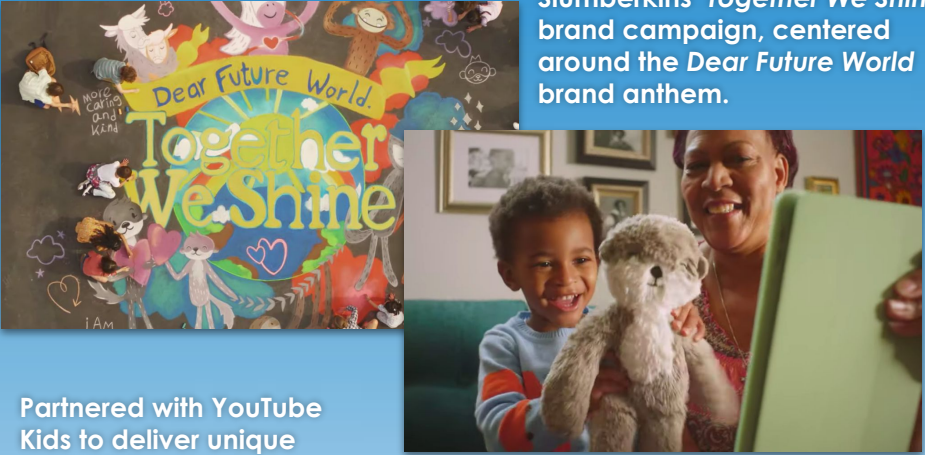
Established the digital ecosystem vision of Slumberkins, transforming a linear Direct to Consumer physical product business into a content-driven digital media franchise for kids, families and educators.



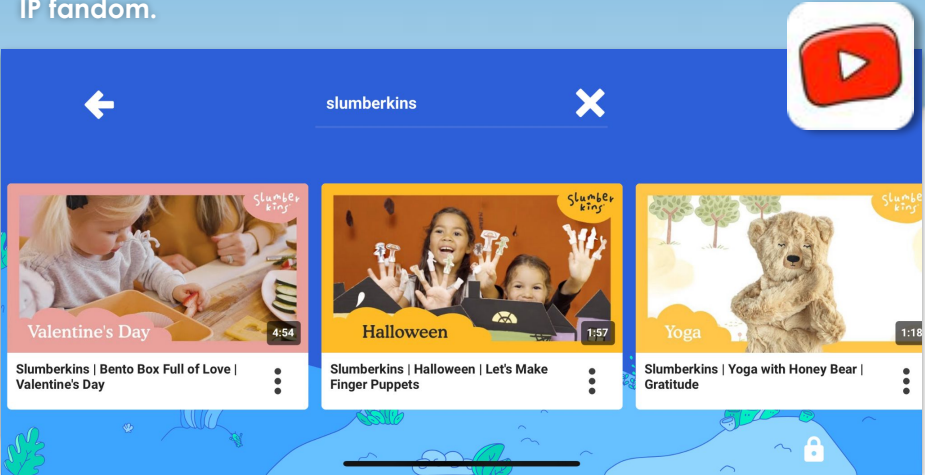
Oversaw strategy, ideation, creative production and development of the Slumberkins daily affirmation app.



Executive Produced Slumberkins' Together We Shine brand campaign, centered around the Dear Future World brand anthem.



Partnered with YouTube Kids to deliver unique content formats that drive IP fandom.



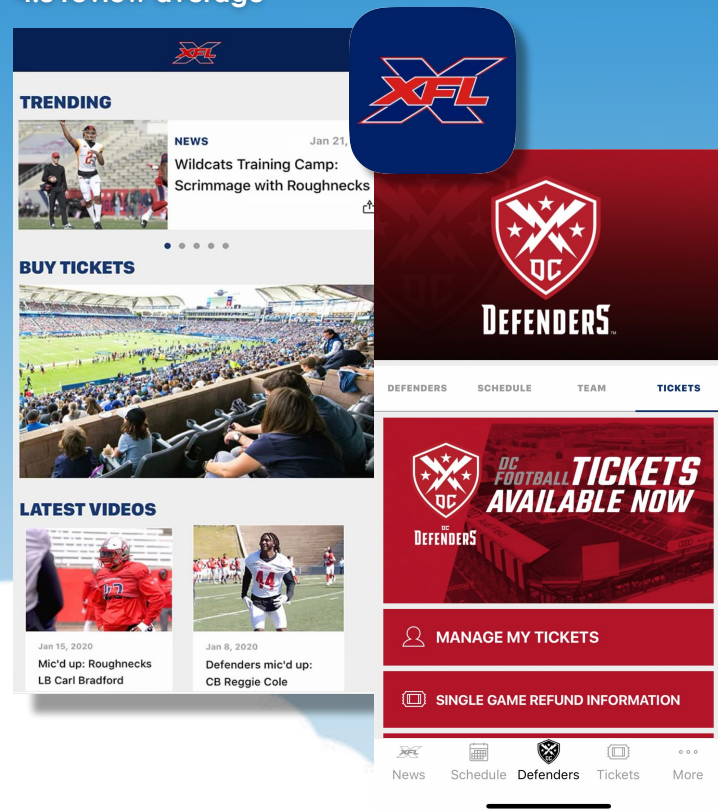
shane@imaginaryeric.com
203.947.0719

slumber
kins®

Vice President, Digital Products

Accountable for the strategy and development of the XFL's fan-facing digital product portfolio. Built and led product management team partnering with industry-leading sports technology vendors.

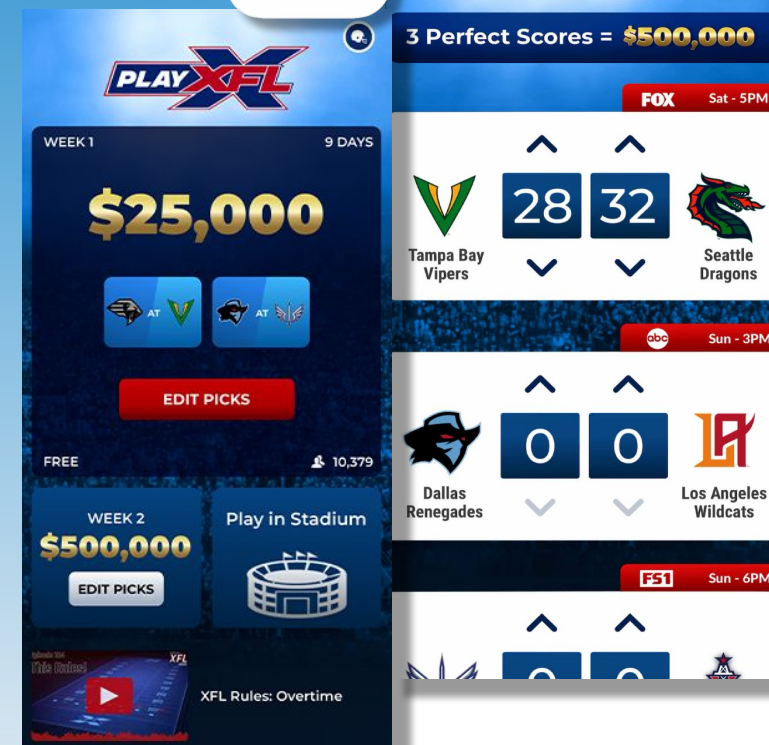
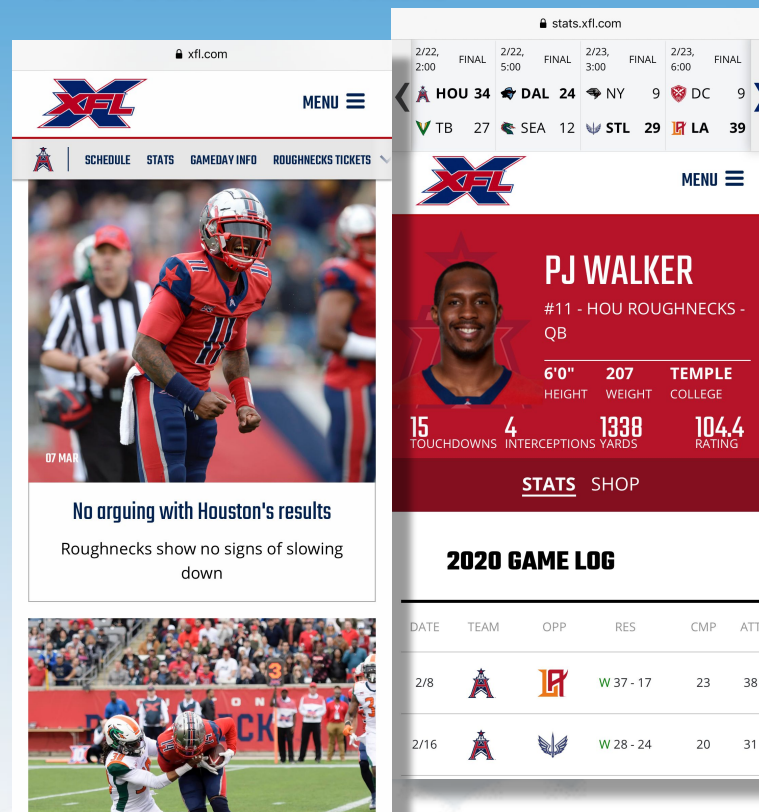
The Official XFL App reached #1 in The App Store sports category, with 13.5K ratings and a 4.8 review average



Partnered with Boom Fantasy to create the Official Gaming App of the XFL



With live stats, editorial content, ticket-purchasing and merchandise, XFL.com reached 2 million users for the season kickoff weekend



shane@imaginaryeric.com
203.947.0719



Vice President, Digital

Lead the digital rebranding and launch of Universal Kids. Spearheaded the creation of content and digital platforms including web, mobile apps, TVE, VOD, YouTube and YouTube Kids.

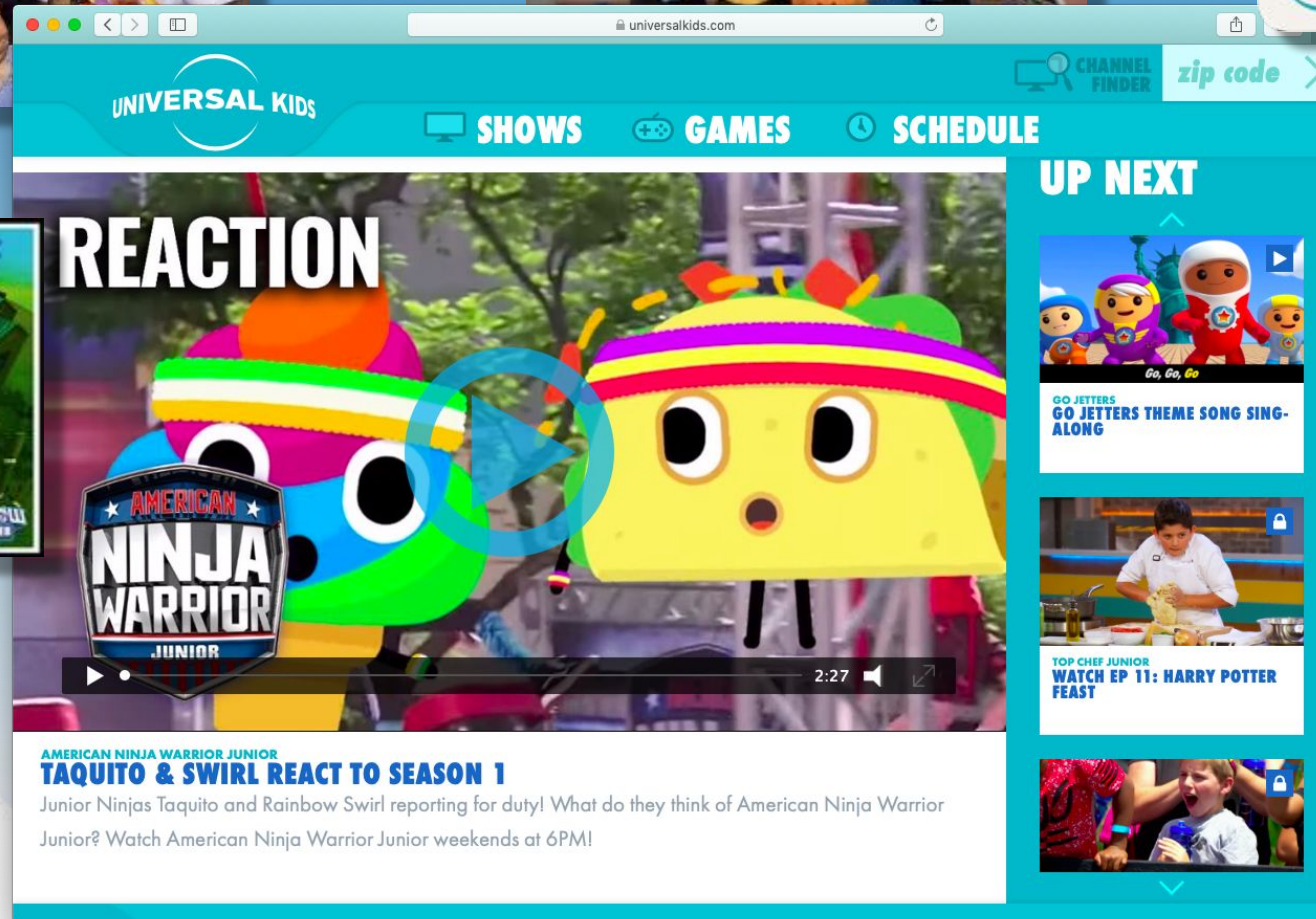
App promo partnership with YouTube Influencer, Guava Juice



YouTube live stream with The Wiggles



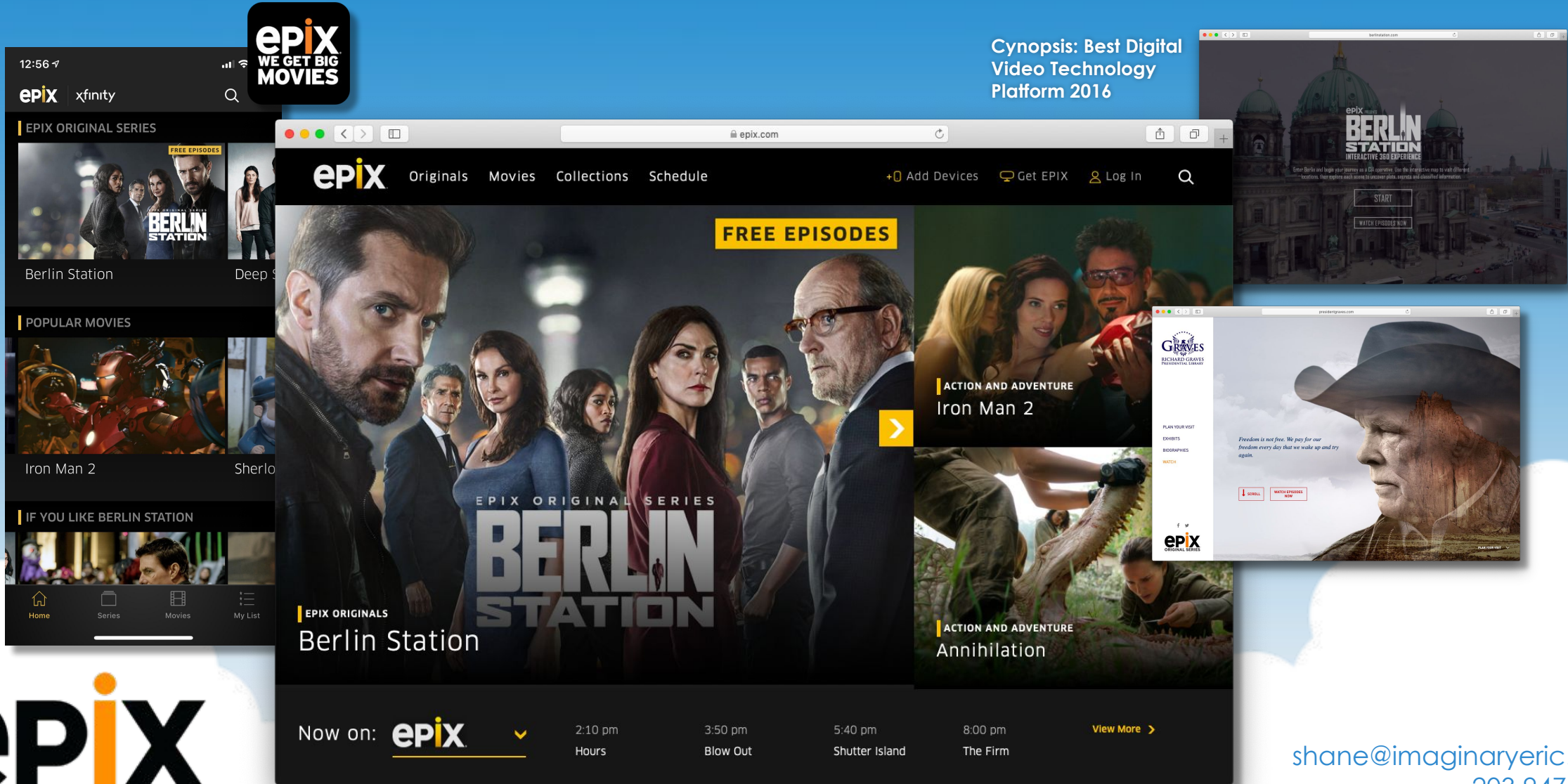
Apple AR Kit App launch partner



shane@imaginaryeric.com
203.947.0719

Senior Director, Digital Programming & Product

Oversaw the relaunch of epix.com, combining third-party creative agencies with in-house technology teams. Managed feature enhancements for EPIX apps across a range of digital platforms.



Cynopsis: Best Digital Video Technology Platform 2016

shane@imaginaryeric.com
203.947.0719

Director, Digital Publishing

Built and lead DreamWorks Animation's first vertical digital business, combining incredible in-house creative talent with world-class international development agencies and vendors.



shane@imaginaryeric.com
203.947.0719

Senior Producer

Produced over 25 of Disney Consumer Products' first and second generation of premium mobile apps, across iOS and Android and localized for international territories.



Bob Iger
Innovation Award
2013



Apple Book App of the
Year Nominee
2012



Product Innovation Award
Disney Publishing Worldwide
2011



Product of the Year Award
Disney Consumer Products
2013



Consumer Products
and Interactive Media

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203.947.0719