

SHANE LINDLEY

PORTFOLIO



(203) 947-0719

SHANE LINDLEY

in ✉ (203) 947-0719



VICE PRESIDENT, DIGITAL PRODUCTS & PROGRAMMING

Slumberkins is a Social-Emotional Learning (SEL) startup that empowers children to identify and express their emotions as they grow and explore the world around them.

"I joined Slumberkins in 2020 and was tasked by the founders and the Slumberkins board to develop a cohesive digital ecosystem that increased awareness, deepened engagement and improved conversion."

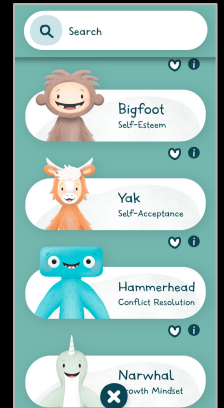
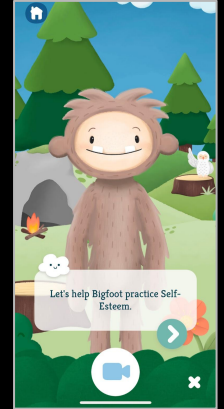
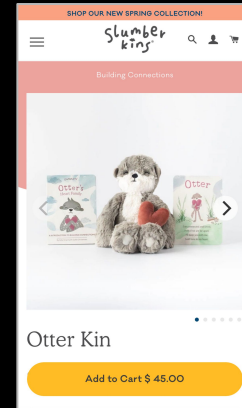
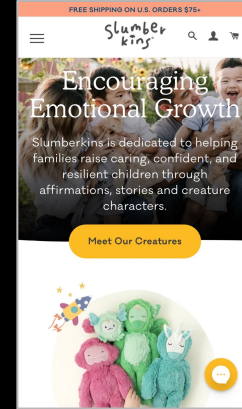
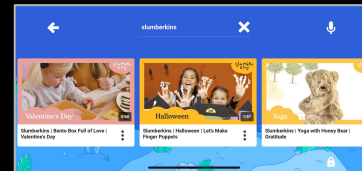
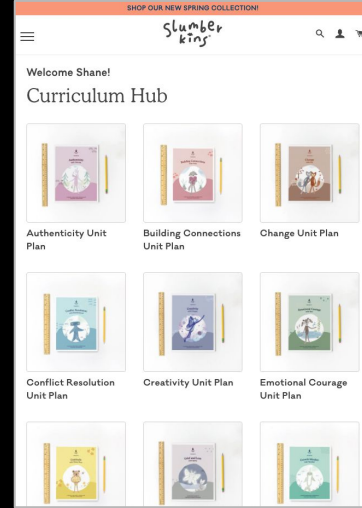
KEY HIGHLIGHTS

Reimagined and redesigned the Slumberkins Direct-to-Consumer eCommerce site.

Launched a subscription-based Educator Curriculum Hub.

Led the strategy, ideation, and end-to-end development of the Slumberkins daily affirmation app.

Partnered with YouTube Kids to produce brand-engagement-driving original content. (1.25M views in 2021)



SHANE LINDLEY

in ✉ (203) 947-0719



VICE PRESIDENT, DIGITAL PRODUCT

Founded by WWE's Vince McMahon, the 2020 XFL was a professional football league that aimed to bring unparalleled access to America's favorite sport.

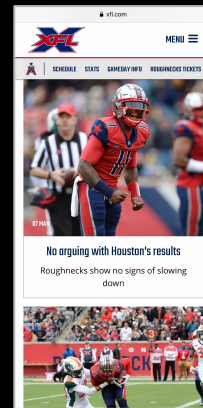
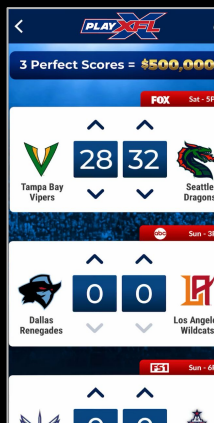
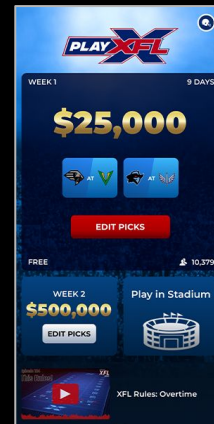
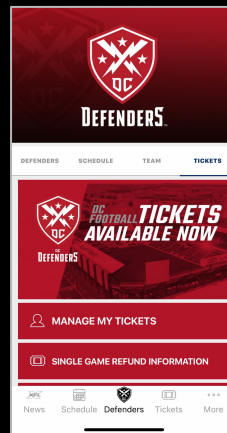
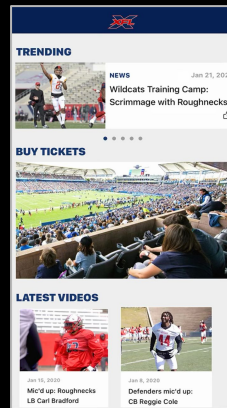
"As employee #12 at the XFL, I was accountable for the vision, strategy, and development of the XFL's consumer-facing digital product portfolio. With a fast-approaching season kick-off, I built a product management team bolstered by industry-leading partners in real-time sports data, content delivery, ticketing, and marketing technology."

KEY HIGHLIGHTS

Closely collaborating with Developer, Yinzcam, the XFL App reached #1 in The App Store sports category, with 13.5K ratings and a 4.8 review average.

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

A strategic partnership with Boom Fantasy saw the launch of the XFL's official gaming app.



NBCUniversal VICE PRESIDENT, DIGITAL

Envisioned as NBCU's central destination for children, newly acquired TV network, Sprout, would be rebranded and launched as Universal Kids.

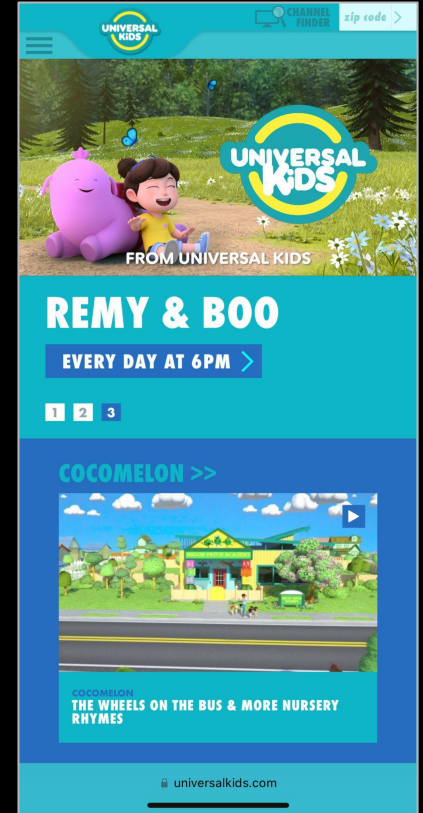
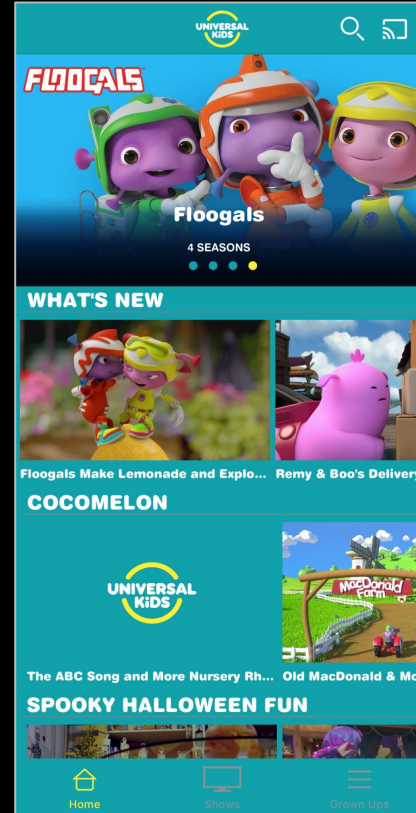
"Leading both Technology and Digital Content, I was tasked with overhauling Sprout's wide-ranging portfolio of platforms, channels, and videos/games to support the launch of Universal Kids. The result was a cohesive ecosystem across web, mobile apps, TVE, VOD, and YouTube."

KEY HIGHLIGHTS

Supported tentpole series launches for shows including *Top Chef Jr.* and *American Ninja Warrior Junior* with awareness-driving multiplatform content.

Drove YouTube channel promotions with creative talent including Influencer, Guava Juice, and a livestream with The Wiggles.

Developed the Kody Kapow app, selected as a launch promotional partner for Apple's ARKit.



SHANE LINDLEY

in ✉ (203) 947-0719



SENIOR DIRECTOR, DIGITAL PROGRAMMING & PRODUCT

EPIX (Now MGM+) is a premium SVOD television provider and formerly a joint venture between MGM, Paramount, and Lionsgate.

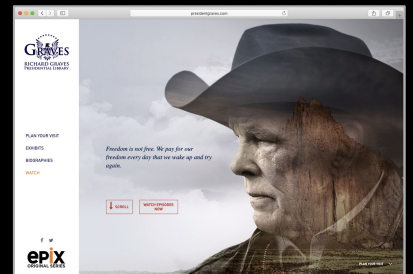
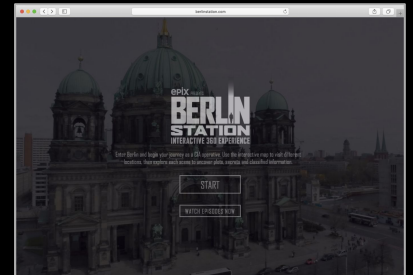
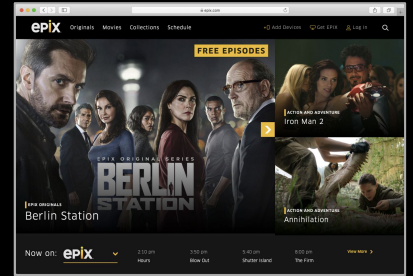
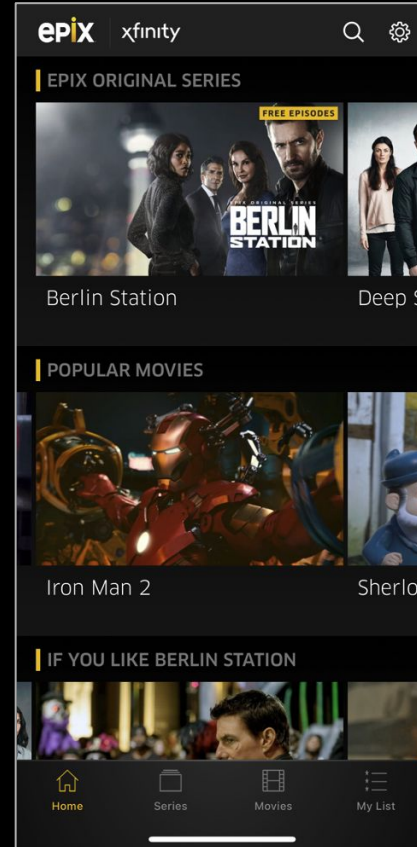
"I joined EPIX to create awareness-driving content experiences in support of the launch of two original series: Graves and Berlin Station. In addition, I was tasked with the end-to-end redesign and release of the core EPIX website and several cross-platform video apps."

KEY HIGHLIGHTS

Best Digital Video Technology Platform
Cynopsis | 2016

Launched SVOD apps across Apple, Android, Roku, Amazon, PlayStation, and Xbox platforms.

Leveraged augmented reality, 360 video, interactive video and spatial mapping technologies to create immersive storytelling experiences.



SHANE LINDLEY

in ✉ (203) 947-0719



DIRECTOR, DIGITAL PUBLISHING

With world-class animation technology, incredible storytelling and IP including *Shrek*, *How to Train Your Dragon* and *Trolls*, DreamWorks Animation looked to expand beyond the movie screen to new content engagement formats and business models.

"I was tasked with building a cross-functional team to create DWA's first vertical digital business. With a mandate directly from the executive leadership team to revolutionize digital books, I strived to push the boundaries between technology and storytelling."

KEY HIGHLIGHTS

Hand-in-hand collaboration with Animators, Engineers, Business Development and Franchise Marketing teams, creating a suite of unique storytelling experiences that explored the "DreamWorks Universe" in innovative ways.

Owned the strategy, pitch, and development of an augmented reality rewards experience, supporting DreamWorks' partnership with Walmart and their *Great Value* brand.



SHANE LINDLEY



(203) 947-0719



SENIOR PRODUCER

Supporting Disney's strategic partnership with Apple for the launch of the iPad, Shane owned the end-to-end production and development of over 25 premium mobile apps. Several apps were also released for Android and Amazon devices and localized for international territories.

"Working with teams at Pixar, Disney Animation Studios, Disney Channel and Disney Junior, I helped define a premium app business model with experiences that blurred the line between gaming, playing, and storytelling"

KEY HIGHLIGHTS

Bob Iger Creativity and Innovation Special Award
Minnie Bow Maker | 2013

Product of the Year Award
Cars 2 Storybook Deluxe | 2013

Apple Book App of the Year Nominee
Don't Let the Pigeon Run This App! | 2012

Product Innovation Award
Princess Dress-Up: My Sticker Book | 2011

