

ANTHONY DUIGNAN-CABRERA

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Digital Media Executive / Team Leader and Builder / Product and Content Developer

I build and manage large national and international digital news, content marketing, and communications teams. I have extensive experience working on product development, team management, content creation, strategy, and business development for digital media, mobile application, and blockchain startups. I have an excellent track record of assessing and developing talent and I have more than 15 years of remote team hiring and management.

PROFESSIONAL EXPERIENCE

ADC Strategy — Digital Marketing and PR Consultancy — NYC and Hong Kong January 2014 to present
Chief Executive Officer

ADC Strategy's focus is on building smart, effective ROI strategies. Clients include:

- Director of Business Development, **Pressland** — onboarded global news sources to beta test Pressland's news source verification platform
- Marketing Director, Pirata Group — built the Hong Kong restaurant group's marketing team and strategies. Cut marketing spend from **US\$450,000 in 2018 to US\$190,000** while increasing media coverage
- Editor, **The Daily Block Explorer** — Daily **blockchain** and **cryptocurrency** newsletter
- **Angie's List**, (Consumer Retail) — Helped build a digital-first newsroom, with **social media planning, reorganization, and recruitment**
- **Metro USA** (Newspaper) — Aligned legacy print and digital news teams to be digital-first with an editorial workflow to aimed to **increase productivity and decrease costs**
- Vandewater Media — Created the brand, logo, identity and voice of mobile news application; hired and managed the content team
- **AGT International** (Digital Media) — Oversaw editorial on the relaunch of the HEED fashion application

FEast Fashion Asia — Founder and CEO — Hong Kong January 2019 to present

- FEast is a social selling fashion discovery app that celebrates the best independent designers across Asia.

BAMBOO TECHNOLOGIES — Hong Kong, S.A.R./Guangzhou, P.R.C. August 2017 to December 2018
Marketing Director, Digital Business Unit and Communications

- Responsible for developing, managing and executing Bamboo Technologies' multi-year corporate strategic marketing communications plan as well as leading Bamboo Digital, the company's digital marketing division. Bamboo Digital **developed desktop, mobile, e-commerce, PR and social media products for such clients as Daimler, Kraft-Heinz.**

THE OPEN STANDARD – Published by Mozilla — New York, New York June 2014 to November 2014
Editor in Chief

- Responsible for guiding the overall site design, brand identity and voice, functionality, and launch of The Open Standard; built the editorial team, **created the content and social media strategies.** The Open Standard was launched to cover everything from net neutrality, mobile, open-source innovations to privacy, the "Internet of Things", and the changing face of the media. **Within weeks of its launch, The Open Standard had 700K monthly readers.**

PATCH – A Division of AOL — New York, New York August 2010 to December 2013
Vice President, Editorial Director, May 2013 to December 2013

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Editorial Director, East, August 2010 to April 2013

- Transformed Patch's news coverage and business strategy model to decrease expenses and increase audience and revenue (**20 million UVs per month with an annual growth of 38% YOY; revenue increased 56% YOY between 2012 and 2013**).
- Helped build and manage editorial field staff, Patch's largest division; at one point managing 11 direct reports, and more than 750 regional, local and community editors nationwide.
- Led national video initiatives by cultivating in-house video creation and a mobile video strategy team.
- Implemented editorial **content strategies** and quality control initiatives (catchy headlines, accuracy, relevance).
- Socialized strategies across editorial teams to create conversations, recruit bloggers, UGC, local experts, leverage social media (Facebook, Twitter, Instagram, CoverItLive, etc.), and curate social media conversations to increase engagement from the user base.
- Spearheaded Patch's launch strategy in three 2012 presidential primary election states.

CNNGo.com (now **CNN Travel**) — Hong Kong, S.A.R. (China)
Editorial Director

January 2010 to August 2010

- **Developed network of content creators in China, Japan, Singapore, and Thailand.**
- Developed content strategies, business and sales solutions, and local language coverage.
- Managed a digitally astute remote editorial staff of 13 editors covering culture, lifestyle entertainment, dining and travel in six international cities: Hong Kong, Tokyo, Shanghai, Singapore, Bangkok, and Mumbai.

TALKSIX CORPORATION — New York, New York
Senior Vice President, Content

January 2009 to December 2009

- Founded a pre-funding launch team of an online video and content aggregation solution for publishers.

IMAGINOVA CORPORATION (now Future PLC) — New York, New York
October 2008
Vice President, Editorial Director, Consumer Media Division

November 1999 to

- **Grew overall network traffic to more than 8 million unique visitors per month and increased ad revenue to more than \$3 million annually.**
- Managed nationwide remote team of 15 and a multimillion-dollar budget.
- Spearheaded the team that led to Imaginova's **acquisition, integration, re-design, and re-launch of Newsarama**, the leading comic industry and genre entertainment website.
- Oversaw the day-to-day content creation of the award-winning consumer Internet properties SPACE.com, LiveScience.com, Aviation.com, and Newsarama.com.
- Negotiated and managed content deals with CNN.com, Yahoo.com, Foxnews.com, and MSNBC.com.
- Held multiple roles, including Managing Editor of SPACE.com and Editor-in-Chief of Ad Astra Magazine (in partnership with the National Space Society).

EDUCATION

San Francisco State University
BA, Journalism
Editor-in-Chief, Golden Gater
Otto J. Bos Memorial Scholarship

- Dual national, American-born citizen with European Union citizenship (Ireland) and passport.