

# Behnam Karbassi

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Producer and creator of innovative, story-driven content and campaigns.

Experience across platforms, genres, and verticals with an eye for beauty as well as ROI.

## Summary.

- Award-winning production, creative, marketing/advertising, and digital experience
- Winner of first Primetime Emmy for Original Interactive Series, Clios, Addys, One Show, Cannes Lions
- Cross-platform producer of hundreds of video, audio, digital/web, mobile/apps, social, events
- Indelible entrepreneurial spirit and passion for ground-breaking entertainment
- Speaker at SXSW, USC Annenberg School, Digital Hollywood by Variety, OTT-CON, Lincoln Center Film Society
- Born leader having managed and mentored numerous direct reports over the years
- Relationships with brands, studios, production companies, and agencies around the world

## Skills.

- Emmy-winning Producer
- Award-winning Director
- Team Builder / Leader
- Passionate Creative
- Client Manager / Liaison
- Marketing / Content Strategy
- Fan Engagement
- Multi-Platform Storytelling
- Brand Management
- IP Development
- Graphic / Presentation Design
- Writing / Communications
- Ideation / Concepting
- Project Management
- Analytics / Optimization
- Social Strategy / Deployment
- Event Creation / Activation
- Metrics-driven Decision-making
- SOW/RFP Writing
- Speaker/Presenter
- TV Academy / PGA Member

## Platforms.

- Television (Live and Scripted)
- Multi-Camera
- Original Content
- Interactive Experiences
- Social Media
- Web Development
- Mobile Apps / Games
- Experiential / Live Events
- Digital Content / Media
- Commercials
- Feature Films
- Streaming / On-Demand
- Branded Entertainment
- Print Ads / Brochures
- Billboards / OOH
- Console Games
- Alternate Reality Games (ARGs)
- Comic Books
- Books
- Influencers
- Educational
- BTS/EPKs
- Animation
- Blockchain / Crypto / NFTs
- Virtual Reality (VR)
- Augmented Reality (AR)
- Artificial Intelligence (AI)

## Clients.

- Apple
- Google
- Microsoft Xbox
- Cisco
- Toyota
- Ford
- Hyundai
- GE
- Sony
- Warner
- Paramount
- Fox
- NBC
- PBS
- Lionsgate
- Legendary
- Snapchat
- Niantic
- Imangi Studios
- Mattel
- Crunchyroll

## Education.

Bachelor Of Arts Degree In Communications And Media  
California State University Fullerton

- Dean's List and Honor Society (4 consecutive years)
- Creative Director, American Advertising Federation; VP, Iranian Student Society



## Experience.

### INDEPENDENT

#### Executive Producer / Director / Multi-Platform Consultant

- Produced and directed award-winning content, experiences, and emerging technology
- Developed gaming, marketing, and content plans and strategy for large brands as well as start-ups

### DIGITAL CINEMA COLLECTIVE

#### Executive Producer / Creative Director

- Produced and oversaw creative development of numerous live streaming and multi-camera productions for top companies including Apple, Netflix, Amazon, Disney, Google, Snapchat, and Sony, as well as The White House / U.S. Department of State

### 77X

#### Executive Producer

- Produced content and developed the Unreal Engine Metahuman artificial intelligence alter-ego for NBA star Luka Dončić
- Managed company's production systems and processes, identified and interfaced with vendors, partners, and creators

### NO MIMES MEDIA

#### Founder / Head of Production

- Led the development of innovative multi-platform marketing campaigns and original content for top brands
- Assembled and spearheaded digital, traditional, and experiential production teams around the world
- Responsible for millions of dollars in billings throughout a successful 10-year run
- Continually pushed the boundaries of storytelling through unique, global fan engagements
- Strength of work, experience, and partnerships propelled the company to become one of the world's leading developers of interactive entertainment and Alternate Reality Games (ARGs)
- Managed business development and client relationships with major studios, networks, brands, and agencies
- Oversaw staff and crew (ranging from 3-300) and day-to-day operations (accounting, legal, insurance, hiring)

### FOURTH WALL STUDIOS

#### Vice President of Production

- Part of team that produced the Emmy Award-winning interactive series Dirty Work, as well as originally developed and produced scripted content with numerous directors, talent, and production companies
- Spearheaded development of ground-breaking multi-screen and augmented reality (AR) storytelling platforms/apps
- Oversaw producers and physical production of projects from concept to completion
- Managed relationships with major studios, production companies, Oscar-winning crew, vendors, and partners including: Warner, Universal, Discovery, Pepsi, GE, Bad Robot, Tool, Rick Heinrichs, T.J. Miller
- Created complex multi-platform budgets, schedules, production, and post production workflows
- Developed resource, asset, and project management systems while preserving creative freedom
- Assisted in new business development, operations, marketing, and PR strategy

### 42 ENTERTAINMENT

#### Production

- Part of team that created the heralded "Why So Serious?" viral marketing campaign for Chris Nolan's The Dark Knight that included video and audio content, global geocaching and player events, websites, and games
- Produced world-building extensions for Sony PS3's best-selling game, Insomniac's Resistance: Fall of Man, creating original video and audio content featuring Battlestar Galactica's Katee Sackhoff, plus websites, puzzles, print, and Comic-Con events

### SAATCHI & SAATCHI

#### Management Supervisor

- Oversaw the \$500 million Toyota "Moving Forward" brand campaign, teams, and strategy
- Led the \$140 million advertising launch of Toyota's best-selling Camry model
- Spearheaded NBC's Sunday Night Football branded content initiative (:15 spots to 45-min. long-form TV show)
- Oversaw new business initiatives including launch of the syndicated Warner TV series: The Tyra Banks Show
- Gained extensive knowledge of TV, print, radio, outdoor, collateral, events, digital, mobile, and media buying

## Projects.

A selection of past projects:

### **Anime Awards 2024**

Crunchyroll / Sony / Digital Cinema Collective

Executive produced the first cinematic multi-cam awards show and event live from Tokyo, Japan  
VOD: [https://www.youtube.com/live/\\_Kbl8COZLjE?si=Cw7g9PRj0P6ABKcO&t=2520](https://www.youtube.com/live/_Kbl8COZLjE?si=Cw7g9PRj0P6ABKcO&t=2520)

First cinematic  
live multi-cam  
awards show

### **Leaders Summit On Climate**

The White House / US Dept. of State / Digital Cinema Collective / Castlepoint

Produced the first-ever virtual summit featuring over 60 world leaders live over 2 days  
Recap: <https://vimeo.com/561523789>

"The world's most  
powerful Zoom"

### **D20: Democratic National Convention**

DNC / Digital Cinema Collective / Castlepoint

Remotely produced live and pre-recorded segments for the first-ever virtual convention  
Recap: <https://cnn.it/2RILROO>

100+ remotely  
produced segments

### **Sea of Thieves: Game Launch Campaign**

Microsoft Xbox / Edelman UK

Led the development of a global treasure hunt across 6 markets to launch the new Xbox game Sea of Thieves, where players solved riddles across physical and digital waters. Attracted 1M+ online players on launch day, helping make it the fastest selling 1st-party AAA game  
Case Study: <https://edemandigital.com/case-study/sea-of-thieves/>

3.5 million content  
views in 72 hours

### **Imagine Dragons: Destination Unknown Experience**

Hyundai / Greenlight Marketing and Media

Executive produced and directed a scavenger hunt that took superfans across LA to reveal a secret Imagine Dragons concert, live streamed to Times Square on iHeart Radio's video billboard  
Recap: <https://youtu.be/1gnliqd6pBQ> Concert: <https://youtu.be/7MMnZUYEE9E>

300+ team,  
7 video crews,  
2 cities

### **Temple Run: Mobile Game Commercials**

Imangi Studios / Psyop

Directed and produced a series of 8 :15 spots to support one of the most popular mobile games in the world, featuring the Dr. God Comedy team and costume by Jim Henson's Creature Shop  
A Day In The Life of a Demon Monkey: <https://youtu.be/FMufhwX2ahg>

50 million+ views  
on YouTube &  
Facebook

### **Dirty Work Interactive Program**

Rides.tv Platform / Fourth Wall Studios

Part of the team that created the interactive show *Dirty Work*, as well as dozens of pieces of originally developed and produced scripted content with numerous directors, talent, production companies, and brands that ran on a ground-breaking multi-screen storytelling platform  
A Closer Look: <https://youtu.be/PHJw7gjsDd8>

Winner of the  
first Primetime  
Interactive  
Emmy Award

### **The Dark Knight: Launch Campaign ARG**

Warner Brothers / Syncopy

Part of the team that created the Cannes Lions Grand Prix-winning *Why So Serious?* marketing campaign for Chris Nolan's *The Dark Knight* across video, audio, events, websites, and games  
Case Study: [https://youtu.be/zT7RTme41\\_I](https://youtu.be/zT7RTme41_I)

"The best  
viral marketing  
campaign ever"  
- LA Times

### **Moving Forward: Brand Launch**

Toyota / Saatchi & Saatchi

Oversaw the management team, integral in the creative, strategy, media planning, and production processes of the \$500 million+ global re-branding campaign for Toyota  
Launch Spot: <https://vimeo.com/67365319>

First-ever branded  
take-over of  
Las Vegas