

# Behnam Karbassi

310-980-0830 | [me@bybehnam.com](mailto:me@bybehnam.com) | [ByBehnam.com](http://ByBehnam.com)

## SUMMARY

Dynamic Executive Producer and Creative Director with deep expertise in physical and digital production across a wide range of formats — from cinematic multi-cam broadcasts to interactive campaigns and immersive experiences. Proven ability to lead end-to-end production, oversee cross-functional teams, manage multimillion-dollar budgets, and deliver award-winning content for top global brands and studios including Apple, Netflix, Google, and Toyota. Emmy winner and Cannes Lions recipient with a passion for boundary-pushing storytelling and scalable, high-impact execution.

## EXPERIENCE

### INDEPENDENT (2007-Present)

Executive Producer / Director / Multi-Platform Consultant — Los Angeles, CA

- Produced and directed award-winning live productions and events, content, experiences, and emerging tech projects.
- Developed integrated gaming, marketing, and content strategies for global brands.

### DIGITAL CINEMA COLLECTIVE (2021-Present)

Executive Producer / Creative Director — Los Angeles, CA

- Oversaw creative and production for clients including Apple, Netflix, Amazon, Disney, Google, Snapchat, Sony, and the U.S. Department of State.
- Produced numerous high-profile virtual, live multi-camera shows, and branded content productions.
- Collaborated with vendors, creators, and agency teams to deliver cinematic livestreams and multi-cam event content.

### 77X (2022-2023)

Executive Producer — Los Angeles, CA

- Produced content and developed AI-driven alter-ego for NBA star Luka Dončić using Unreal Engine Metahuman.
- Managed production operations, vendor relationships, and creative execution.

### NO MIMES MEDIA (2009-2020)

Founder / Head of Production — Los Angeles, CA

- Founded one of the world's leading developers of interactive entertainment and alternate reality games continually pushing the boundaries of storytelling.
- Led the development and production of innovative multi-platform marketing campaigns and original content with millions of dollars in billings in 10 years.
- Managed business development and client relationships with major studios, networks, brands, and agencies.
- Oversaw staff and crews ranging from 3 to 300 and day-to-day operations including accounting, legal, insurance, and hiring.
- Directed cross-platform content and marketing with measurable audience engagement and views in the millions.

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## EXPERIENCE (CONT'D)

### FOURTH WALL STUDIOS (2011-2013)

Vice President of Production — Los Angeles, CA

- Led teams producing multiple original scripted projects including Emmy Award-winning interactive series *Dirty Work*.
- Created complex multi-platform budgets, schedules, workflows, and production systems from concept through completion.
- Spearheaded AR/multi-screen platform development; led production and post production workflows.
- Assisted in new business development, operations, marketing, and PR strategy.
- Managed studio relationships and top-tier talent

### 42 ENTERTAINMENT (2008)

Producer — Los Angeles, CA

- Part of the team that produced ground-breaking transmedia campaigns including the Cannes-winning *Why So Serious?* for The Dark Knight called the “the most viral marketing campaign of all time” by the LA Times.
- Developed world-building extensions and events for Sony/Insomniac Games’ *Resistance: Fall of Man* featuring *Battlestar Galactica*’s Katee Sackoff.

### SAATCHI & SAATCHI (2001-2007)

Management Supervisor — Los Angeles, CA

- Oversaw \$500M Toyota *Moving Forward* brand campaign, teams, and strategy
- Led the \$140 million advertising launch of Toyota’s best-selling Camry.
- Spearheaded branded content initiatives for NBC’s *Sunday Night Football* and Warner TV’s *The Tyra Banks Show*.
- Managed integrated strategy across TV, print, digital, and events.

## EDUCATION

### B.A. Communications and Media, California State University, Fullerton (1996)

- Dean’s List, Honor Society, Creative Director — American Advertising Federation, Vice-President — Iranian Student Society

## SELECT CLIENTS

Apple | Netflix | Amazon | Google | Microsoft | Toyota | Warner Bros | Fox | Paramount | Snapchat | Niantic | Lionsgate | PBS | Mattel | Crunchyroll | Toho

## CORE COMPETENCIES

Physical and Digital Production | Multi-Platform Storytelling | Brand Campaigns | Live / Virtual Events | AR / VR / AI | Interactive Media | Creative Direction | Cross-functional Leadership | Marketing Strategy | Production Management | IP Development | Content Strategy | Emerging Tech | Budgeting & Operations | Creative Pitches | Audience Engagement

## AWARDS

Primetime Emmy Award | Cannes Lions Grand Prix | Clios | Addys | One Show | Webby

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## AFFILIATIONS

TV Academy | Producers Guild of America

## SPEAKING

Speaker at SXSW | USC Annenberg School | Digital Hollywood by Variety Magazine | OTT-CON | Lincoln Center Film Society

## SELECT PROJECTS

**Crunchyroll Anime Awards 2024** (Crunchyroll / Sony / DCC) — Executive Producer

- One of the first cinematic multi-cam awards shows live from Tokyo, Japan.

**Amazon Music Live** (Amazon / Contrast Films) — Producer

- Cinematic live multi-cam productions featuring Green Day, Ed Sheeran, GloRilla, MGK, Metro Boomin', Post Malone, and more.

**Netflix Baby Animal Cam** (Netflix / DCC) — Producer

- 2-season episodic series, one of Netflix's first live multi-cam streams

**Imagine Dragons: Destination Unknown** (Hyundai / Greenlight Media and Marketing) — Executive Producer / Director

- Live scavenger hunt across Los Angeles leading to a secret Imagine Dragons performance live streamed to iHeart Radio's Times Square billboard in New York City.

**Leaders' Summit on Climate** (The White House / U.S. Department of State / Castlepoint) — Executive Producer / Creative Director

- First-ever virtual summit live from The White House with over 60+ world leaders

**Sea of Thieves: Quest for the Golden Bananas** (Microsoft / Rare Games / Edelman UK) — Executive Producer / Director

- Global live treasure hunt and content campaign across 6 markets simultaneously
- Attracted 1M+ online players on launch day, h make it the fastest selling AAA game

**Temple Run Campaigns** (Imangi Studios / PsyOp) — Executive Producer / Director

- The popular mobile game's Demon Monkey game to life racking up over 100M views.

**Dirty Work / Rides Storytelling Platform** (Fourth Wall Studios) — Producer

- Winner of the first Interactive Primetime Emmy for Original Programming
- Ground-breaking interactive series and content pieces

**Why So Serious? The Dark Knight ARG** (WB/ Syncopy / 42 Entertainment) — Producer

- Part of the team that created the Cannes Lions Grand Prix-winning campaign that introduced Heath Ledger's Joker and campaigned across America for Harvey Dent.

**PORTFOLIO, CASE STUDIES, AND MORE:** [ByBehnam.com](http://ByBehnam.com)