

# Jonathan Cane

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## Mission Statement

As an award-winning strategic creative director and marketing leader with 26 years of experience engaging audiences and growing brands through innovative storytelling, I aim to shape strategies that don't just attract attention but turn audiences into lifelong brand advocates. I specialize in creative development, growth marketing, demand generation, content marketing, physical production, design, and audience engagement. Paired with strong campaign management, data analytics, customer acquisition, and retention strategies, I turn audiences into superfans to deliver maximum impact.

## Experience

### Vice President – Marketing.....Belay / MedLocker - 2024

- Responsible for all B2B and B2C campaigns for Healthcare Technology start-up.
- Managed demand generation, growth marketing efforts, and all social media channels.
- Increased aggregate audience (email list and social following) by +600%.

### Development Executive – Content Lead.....Tastemade Studios – 2022

- Developed all long-form content for partnership with Constellation Brands.
- +12 million views on short-form social content for Robert Mondavi Winery.
- Created 14 documentary concepts leading to development deals with Amazon and WBD.

### Creative Director & Head of Marketing.....FARE - 2020

- Oversaw all creative direction, branding strategy, and social media for the world's preeminent NGO in the food allergy space.
- Increased aggregate audience by +185%, engagement across all media by +920%, and impressions by +1775%.
- +32 million views of "Living Teal Channel" Food Allergy video content.
- Winner of 12 Telly Awards, 4 Muse Creative Awards and 6 Hermes Creative Awards

### Head of Development - Branded Content.....Lighthouse, 2018

- Responsible for long-form content experiences designed for the modern media landscape, leveraging cinematic technique, brand partnerships, and talent relationships.
- Clients included Disney, Porsche, Sony, United, Apple and Paramount.
- *Free Guy* campaign increased traffic to ticket hub Fandango by 400%.

### Executive Producer.....Discovery Channel, 2016

- Served as in-house executive producer, rendering creative and logistical oversight for the series *Alaska: The Last Frontier*, *The Last Alaskans*, and *Edge of Alaska*.
- Facilitated Discovery's first-ever mid-episode live hits from Homer, AK, with an interactive Q&A during the broadcast of *Alaska: The Last Frontier*.
- 52 hours of content aired on Discovery, DiscoveryGO, and Animal Planet.

### Vice President – Unscripted Development.....BBC Studios, 2014

- Managed a team of 5 unscripted development executives for BBC Studios' Los Angeles office.
- Responsible for all unscripted development targeting the cable landscape, focusing on international formats.
- Managed relationships with 18 "UK Indies" (independent UK production companies with BBC deals.)
- Speaker at BANFF International Media Festival.

### Vice President – Series Development.....Fremantle, 2009

- Managed a team of 10 developing formats for the international market.
- Responsible for 22 network commissions, including 6 full series orders, including *Perfect Score*, *Quit Your Day Job*, *Idiotest*, *Married to Medicine*, *Psychic Tia*, and *Down South Dance*.

## Education

### New York University – Tisch School of The Arts.....BFA in Film – 1999

## Skills

Creative Development and Ideation. Story craft. Creative Marketing. Content Marketing. Digital Marketing. Email marketing. Social Media Management. Physical Production. Post-Production Workflow and Editorial. Networking and Relationship Management. Budgeting and Staffing. Copywriting. Content Production. Adobe Creative Suite. Brand Development. Data Analytics. Campaign Management. Customer Acquisition. Customer Retention. Growth Marketing and Demand Generation.