

WARREN COHEN

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Seeks production and development management role to create captivating video content across all new and emerging media platforms. Desires leadership position to help shape the future of sharable video content.

EXPERIENCE

VH1 Vice President, June 2014 – March 2015

Executive Producer, 2010-2014; Supervising Producer, 2005-2010; Senior Producer, 2003–2005; Music News Editor, 2002–2003

Two-time Emmy award winning producer and development executive. Oversaw all non-show original digital video and led 15 person bicoastal internal production team as well as managed all third party productions and acquisitions.

Created business model and production process to incubate new voices and formats that had built-in social strategies.

Developed ideas from conception to air. Liaison to internal ad sales, marketing, legal, press and talent relations.

Maintained key relationships with talent, producers, digital influencers and production companies. Ability to meet and adapt to changing industry demands and assumed a major leadership role in shaping future of the digital video space.

Past year saw annual streams increases double on VH1.com and the VH1 app, Facebook and YouTube.

- Social TV pioneer who has created integrated linear and digital interactive programming. Expertise in audience development strategies and interactive experimentation. Created, curated, and customized video content with a unique point of view. Digital series credits: *Madonna Dearest*, *Behind the Tweet*, *Huge on the Tub*, *The Good Parts*, *WTF Emoji*, *Very VH1*, *Dance Cam Slam*, *Webcam Confessional* and *VH1 Eyecandy*.
- TV series credits include: *The Gossip Game*, *Wicked Single*, *You're Cut Off*, *Hogan Knows Best*, *Luke's Parental Advisory*, *Famous Crime Scene*, *Secret Childhood*, *Hollywood Secrets Revealed*, *VH1 News Presents*.
- Develops and acquires original documentaries for VH1's *Rock Docs* franchise. Documentary credits include: *ATL: The Untold Story of Atlanta's Rise in the Rap Game*, *Finding the Funk*, *Downloaded*, *Anvil! The Story of Anvil!*, *NY77: The Coolest Year in Hell*, *Bling'd: Blood, Diamonds and Hip Hop*, *DMC: My Adoption Journey*.
- Helped turn unit into profit center by creative integrated marketing partnerships which has yielded more than \$20 million in revenues in the past five years.

INSIDE.COM Senior Correspondent, 2000 –2001

Covered emerging business, technology and entertainment news for music and TV industries at the media start-up founded by Kurt Andersen and Michael Hirschorn. Editing, brainstorming and commissioning pieces from freelancers.

U.S. NEWS & WORLD REPORT Midwest Correspondent, 1995 –2000; Reporter, 1990 - 1995

Sole reporter covering the Midwest for weekly newsmagazine with a readership of 10 million. Areas of coverage include politics, public policy, economics, media, and telecommunications. Computer-assisted reporting investigations on public finance and bank regulation. National lecturer on using the Internet to aid reporting.

AWARDS

- **Emmys (2):** Outstanding Arts & Cultural Programming: *Anvil! The Story of Anvil* (2010) and *DMC: My Adoption Journey* (2006) Also nomination for *NY77: The Coolest Year in Hell* (2007)
- **Beacon Award, Telly Award and Gold Camera Award:** *Tracking the Monster:* (2006)
- **Webby:** Best News Site: *Inside.com* (2001)

ADDITIONAL PUBLISHED WORK

- Rolling Stone, Entertainment Weekly, Fortune, The New Republic, New York, Blender, MusicFilmWeb and others

EDUCATION

CONNECTICUT COLLEGE

B.A. in Government, History Minor, Overall 3.6 GPA, May 1989

Phi Beta Kappa, Magna Cum Laude, Pi Sigma Alpha, Robert E. Lorish Prize for excellence in study of Government, Senior Achievement Award for outstanding service and leadership, Honors and Distinction in Major Field, Dean's List every semester, financed 65% of education through scholarships, loans, and employment.

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DOCUMENTARY

Executive Producer

VH1 Rock Docs (2013-2014)
ATL: The Untold Story of Atlanta's Rise in the Rap Game
Finding the Funk
Downloaded

Supervising Producer

VH1 Rock Docs (2006-2009)
Anvil! The Story of Anvil! (Emmy for Outstanding Arts and Cultural Doc)
NY77: The Coolest Year in Hell (Emmy nominated)
Bling'd: Blood, Diamonds and Hip Hop
DMC: My Adoption Journey (Emmy Outstanding Arts and Cultural Doc)

Secret Childhood (2005-2006)
Michael Jackson
Britney Spears

Tracking the Monster (2005) (Beacon, Telly, Gold Camera winner)

Senior Producer

Inside/Out (2002-2004)
James Brown's Last Chance
Jenna Jameson's Confessions
ODB On Parole
Dave and Trey in Africa
Hulk Hogan: Stage Dad
Lynyrd Skynyrd's Uncivil War

VH1 News Presents (2002-2006)
Hip Hop Video Vixens: Sexploitation on the Set
Soundtrack to War
Freestyle: The Story of Underground Hip Hop
Secret World of Hollywood Doctors
Hooked on Club Drugs
Extreme Reality Exposed
Beef: Rap's Biggest Battles
Girls Gone Wild Uncovered

Producer

Driven Presents: The Secret Life of Kurt Cobain (2003)

LONG FORM NEWS

Executive Producer

VH1 News Presents (2011, 2012)
Whitney Houston: Death of a Diva
Charlie Sheen: Winning...or Losing It? with Dr. Drew

Famous Crime Scene (2010) (Concept credit)
7 episode series

Supervising Producer

VH1's Top 20 Celebs Gone Good – Special (2009)

VH1's 20 Greatest Oscar Moments – Special (2008)

VH1 All Access

When Stars Get Scammed (2004)

Hollywood Secrets Revealed (2005-2006)

3 episodes

Senior Producer

Reality TV Secrets Revealed (2004)

2 episodes

When ___ Ruled the World - Pilot (2003)

VH1 News Specials (2002-2004)

Michael Jackson Sex Scandal

Terror in the Front Row

Who is Michael Jackson?

Celebrity Obsession

Who killed Tupac Shakur?

Rich, Famous and Naked

R. Kelly Sex Scandal

REALITY

Executive Producer

The Gossip Game (2013)

8 episode series

Wicked Single (2013) (Concept credit)

8 episode series

Supervising Producer

You're Cut Off! (2010, 2011)

Seasons 1, 2 (8 episode series)

Brooke Knows Best (2008, 2009)

Seasons 1, 2 (20 episodes total)

Hogan Knows Best (2005-2008)

Seasons 1, 2, 3, 4 (44 episodes total)

Luke's Parental Advisory (2008)

8 episode series

No Excuses with Master P – Pilot (2009)

DIGITAL SERIES

VP/Executive Producer
2014-2015

Behind the Tweet
Huge on the Tube
Madonna Dearest
The Good Parts
WTF Emoji
First Time
Infomaniacs
You Can't Say That
Lust or Bust
Jarvis in the Elevator
VH1 Vintage
Your Move
Guess the Body Part
Celebrity Crafts
Instagrammazing Moments
Transformation Tuesday
Greatest List
Yas Girl

VP/Executive Producer
2010-2015

VH1 News (daily videos)

Executive Producer
2012-2014

Very VH1 (digital talk show)

Supervising Producer
2010

Dance Cam Slam
7 episode series on TV and companion website

Supervising Producer
2007

Webcam Confessional (TV Pilot plus website)
VH1 Eyecandy.com (video/photo driven website)