

JEAN McDOWELL

jean@jeanmcdowell.com | 917.284.1472 | [linkedin.com/in/jeanmcdowell](https://www.linkedin.com/in/jeanmcdowell)

THEATRICAL MARKETING · PVOD & STREAMING · GLOBAL CAMPAIGN STRATEGY

EXECUTIVE SUMMARY

Theatrical, PVOD, and streaming marketing executive with deep studio, specialty, and boutique experience across 200+ films. Operate with senior judgment and autonomy on multiple priority titles at high velocity and scale. Set title-level positioning and overarching campaign strategy, then drive execution across creative, media, publicity, partnerships, and distribution. Manage P&A budgets from under \$1M through \$25M+, using audience insight, performance data, and market judgment to deliver measurable box office outcomes. Lean teams, clear accountability, executive-level communication.

CORE COMPETENCIES

Theatrical Campaign Strategy · Title Positioning & Slate Planning · Creative Advertising · Media Strategy & Buying Oversight · Publicity & Awards · Brand & Promotional Partnerships · Distribution & Exhibitor Marketing · International Marketing, Sales, and Distribution · Audience Research & Cultural Fluency · Performance Measurement & Box Office Analytics · Cross-Functional Leadership · Executive & Filmmaker Communications · P&A Budget Stewardship · Digital, Social & PVOD Activation

PROFESSIONAL EXPERIENCE

Magenta Light Studios

2025 to Present

Marketing Leadership, Theatrical Campaign Strategy

- Lead theatrical positioning and campaign strategy for an emerging independent studio, setting title-level creative direction and audience targeting across releases.
- Build go-to-market plans that integrate creative, media, publicity, and distribution partners, with measurable accountability against opening and long-tail performance.
- Advise on slate sequencing, release dating, and partnership opportunities to maximize cultural footprint within disciplined P&A budgets.

Briarcliff Entertainment

2024 to 2025

Consultant, Head of Marketing (Contract)

- Retained to lead theatrical and PVOD marketing strategy for a slate of films at a boutique distributor, owning end-to-end campaign direction.
- Oversaw marketing, publicity, paid media, exhibitor marketing, and digital and social, managing internal staff and external consultants on lean budgets.
- Partnered with Universal Pictures Home Entertainment to integrate theatrical and PVOD campaigns, aligning windowing strategy with audience demand signals.
- Aligned filmmakers, talent, and representatives behind a single campaign narrative for each title, balancing creative vision with commercial outcomes.

Miramax

2019 to 2024

Head of Worldwide Marketing, Publicity & Consumer Products

- Directed global marketing and publicity for Miramax film and television during a transformative ownership period, repositioning the studio brand across commercial and prestige projects.
- Set title-level positioning and overarching campaign strategy across the slate, then led execution with creative, media, publicity, partnerships, and distribution teams.
- Represented Miramax at international film festivals and markets, anchoring positioning with buyers, press, and stakeholders across territories.
- Owned International Marketing, Sales, and Distribution alignment with global partners and PR networks to execute consistent, culturally fluent campaigns across regions.

- Briefed executives, financiers, and the board on campaign strategy, performance, and reputational risk through clear, decision-ready presentations.

Lionsgate

2012 to 2019

SVP, Worldwide Research & Marketing

- Led research and audience strategy for the Motion Picture Group, guiding greenlight, positioning, and campaign decisions across franchises and breakout titles including John Wick, The Hunger Games, Now You See Me, La La Land, Sicario, Wonder, Hacksaw Ridge, and the Tyler Perry franchise.
- Founded and launched Lionsgate Premiere, expanding distribution strategy with specialty and day-and-date releases and unlocking new revenue lines.
- Directed P&A budgets from under \$1M to \$25M+, balancing tentpoles, specialty, and awards titles with disciplined ROI tracking.
- Unified strategy, distribution, creative advertising, social, media, research, and publicity into a single operating model with measurable campaign KPIs.
- Partnered with production and development on test screenings and concept evaluation, translating audience insight into creative and financial decisions.
- *Earlier at Lionsgate (2006 to 2009), Director, Digital Marketing:* launched the studio's earliest online and interactive campaigns, integrating digital into theatrical and home entertainment marketing.

The Weinstein Company

2010 to 2012

VP, Marketing

- Contributed to marketing strategy for Academy Award winning and commercially successful titles including The Artist, Django Unchained, Silver Linings Playbook, and The Iron Lady.
- Supported campaign development across creative advertising, publicity, and media strategy, working closely with filmmakers and distribution partners.
- Partnered with senior executives on title positioning and market entry planning across awards and commercial releases.

Brigade Marketing

2009 to 2010

Co-Founder

- Co-founded a boutique agency specializing in prestige and breakout film campaigns for independent and studio-backed releases.
- Led marketing and awards strategy in close collaboration with distributors, PR teams, and filmmakers, building campaigns that punched above their P&A weight.

SELECTED HIGHLIGHTS

- Marketed 200+ films across The Weinstein Company, Miramax, Lionsgate, Brigade Marketing, Briarcliff Entertainment, and Magenta Light Studios.
- Stewarded franchise marketing for John Wick, The Hunger Games, and Now You See Me, and contributed to awards campaign work for The Artist, Django Unchained, and Silver Linings Playbook.
- Founded Lionsgate Premiere, creating a specialty and day-and-date distribution arm that opened new revenue streams.
- Repositioned Miramax across film and television through a critical ownership transition, lifting corporate stature and global visibility.
- Operated P&A budgets from under \$1M through \$25M+, consistently with lean teams and measurable accountability.