

JEAN McDOWELL

MEDIA & ENTERTAINMENT STRATEGY EXECUTIVE: AUDIENCE DATA, CONSUMER GROWTH & DISTRIBUTION

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PROFILE

Media and entertainment strategy executive with 20+ years across studios, specialty labels, and independent distributors, working at the intersection of audience data, content, and commercial outcomes. Led, launched, or advised campaigns for 200+ films across theatrical, PVD and direct-to-consumer digital, streaming, library, and awards releases. Ran the research function behind Lionsgate's greenlight and slate decisions, built Lionsgate Premiere from scratch, and led worldwide marketing, publicity, and consumer products for Miramax's 800-title library and new-content slate. Managed P&A budgets from under \$1M to \$25M+ with lean teams, clear KPIs, and decision-ready reporting to senior leadership, financiers, and boards. Comfortable as the first person in an undefined role.

CORE STRENGTHS

Growth and go-to-market strategy | Audience research and data-informed decisions | Slate, content-mix, and release strategy | Windowing across theatrical, PVD, and subscription | Commercial and promotional partnerships | Competitive positioning, US and international | P&A budgeting, forecasting, and ROI | KPIs, executive reporting, and dashboards | Cross-functional leadership in matrixed organizations | Building functions, processes, and operating models

EXPERIENCE

Independent Consultant | Marketing, Distribution & Growth Strategy **2024-Present**

Contract Head of Marketing: Briarcliff Entertainment (2024-2025); Magenta Light Studios (2025-2026)

- Advise independent distributors on go-to-market strategy across theatrical, PVD, and direct-to-digital releases: positioning, audience targeting, release dating, creative, media, publicity, and exhibitor marketing on lean P&A budgets.
- Partnered with Universal Pictures Home Entertainment to integrate theatrical and PVD campaigns, aligning windowing decisions with audience demand signals and performance data.
- Run campaign planning, forecasting, and approvals across internal teams, agencies, filmmakers, talent, distribution, finance, legal, and post-production; translate tracking and box-office data into stakeholder updates and release decisions.

Miramax | SVP, Worldwide Marketing, Publicity & Consumer Products **2019-2024**

- Led worldwide marketing, publicity, corporate communications, and consumer products for an 800-title library (700+ theatrical releases, 60+ Academy Awards) and a new film and television slate through the 2020 Paramount Global investment, as the studio restructured into a production company releasing through partner distributors.
- Set positioning and go-to-market strategy across a slate that produced five \$100M+ worldwide releases (THE GENTLEMEN, WRATH OF MAN, HALLOWEEN KILLS, HALLOWEEN ENDS, THE BEEKEEPER) and more than \$700 million in global box office, working through US and international partner distributors (Amazon MGM Studios, Universal, Lionsgate, Focus Features, Sky, Leonine, Roadshow, Sun Distribution) without direct authority over their teams.
- Advised the CEO and Finance on the marketability and audience potential of acquisition and production candidates in a marketing-led greenlight process; worked with Finance on P&A break-even and revenue scenarios for key releases including THE BEEKEEPER.
- Developed library and new-content strategies for streaming partners: HE'S ALL THAT, a catalog title reimaged, became Netflix's No. 1 film worldwide, and OLD DADS reached No. 1 on Netflix.
- Oversaw international marketing, sales, and distribution alignment across 30+ territories, festival and market presence, and awards positioning, including THE HOLDOVERS' five-nomination, Oscar-winning run that returned Miramax to the Best Picture race for the first time since 2008.
- Briefed executives, financiers, and the board on campaign strategy, performance, competitive positioning, and reputational risk in decision-ready written form; partnered with the SVP Finance, Strategy & Business Development on annual marketing budgets and on lender- and investor-facing company materials.

Lionsgate | SVP, Marketing & Research; Head of Lionsgate Premiere 2013-2019

- Reporting to the CMO, led marketing and research strategy for the Motion Picture Group, advising greenlight, positioning, creative, media, and release decisions across JOHN WICK, THE HUNGER GAMES, NOW YOU SEE ME, LA LA LAND, SICARIO, WONDER, HACKSAW RIDGE, and the Tyler Perry franchise.
- Built Lionsgate Premiere from scratch: the specialty and day-and-date distribution division, its operating model, workflows, and release processes across Acquisitions, Distribution, Marketing, Home Entertainment, Finance, and external partners, opening new revenue lines.
- Ran the research function across tracking, nationwide test screenings, positioning studies, creative testing, audience segmentation, and box-office and exit-polling analysis; translated audience data into content-investment, slate, and campaign recommendations for senior leadership.
- Managed and directed P&A budgets from under \$1M to \$25M+ across tentpole, specialty, and awards releases, balancing audience opportunity, release risk, and return with disciplined ROI tracking.
- Defined campaign KPIs and unified strategy, distribution, creative advertising, media, research, digital/social, and publicity into a single operating model; worked across Production, Acquisitions, Home Entertainment, International, Consumer Products, and Finance to align decisions and execution.

The Weinstein Company | Vice President, Marketing 2011-2013

- Developed theatrical marketing and awards strategy across creative advertising, media, publicity, research, and filmmaker relations for THE ARTIST, THE IRON LADY, DJANGO UNCHAINED, SILVER LININGS PLAYBOOK, and other releases.
- Managed campaign work across festival and convention launches, theatrical release, and awards-season phases, adapting positioning and media emphasis as reviews, audience response, and competitive conditions evolved.

Brigade Marketing | Co-Founder & Partner 2010-2011

- Co-founded a full-service digital marketing agency for film and entertainment, building the client roster and negotiating scope and fees with studio and independent clients across theatrical, awards, and emerging-platform campaigns.
- Built integrated campaigns spanning social media, digital advertising, influencer partnerships, content strategy, and creative production.

Special Ops Media (acquired by LBi) | Account Director 2008-2010

- Directed digital campaigns for six-plus film and entertainment clients at a New York digital agency through its integration into LBi.

Lionsgate | Director, Digital Media 2005-2008

- Built the studio's first dedicated digital marketing function and helped establish its theatrical and corporate social media strategy.
- Led online creative and media strategy and developed content and technology partnerships with major publishers and platforms.

Rock the Vote | National Bus Tour Coordinator 2003-2005

- Coordinated a national voter-registration tour and media partnerships across concerts, campuses, schools, and major events: acquisition at scale, measured in signups.

SELECTED CREDITS

Franchise / Commercial: JOHN WICK, THE HUNGER GAMES, NOW YOU SEE ME, Tyler Perry, HALLOWEEN, THE BEEKEEPER, WRATH OF MAN, COLD PURSUIT, MECHANIC: RESURRECTION

Prestige / Awards: LA LA LAND, SICARIO, WONDER, HACKSAW RIDGE, THE ARTIST, SILVER LININGS PLAYBOOK, DJANGO UNCHAINED, THE HOLDOVERS

Streaming / Library: HE'S ALL THAT, OLD DADS

TOOLS

Excel and financial modeling | Google Workspace | PowerPoint / Keynote | Campaign tracking and project-management platforms | Claude | OpenAI | Runway ML | Perplexity | Gemini | Adobe Creative Suite | Canva