

Marty Byk

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Hallmark Media Global Brand Group

Senior Writer/Producer/Creative Director June 2005 - Present

Channel Rebrand Campaign. Hallmark Drama is now Hallmark Family

Creative Director. Countdown To Christmas Campaign 2021.

Expertise in Network Marketing, Branding, Writing, Producing, Post Production
Adobe Premiere Preediting and all aspects of Creative Services.

Conceive/Create On-Air and Off-Air Promotional Campaigns for all Linear and
Digital Hallmark Channels and Services. This includes Original Shoot Concepts
for Original Movies, Series, Specials and other Programming Content.

Design, Write and Produce High Profile Image Spots for Upfronts, TCA's,
Ad Sales, Affiliates, Hallmark International, Publicity, and Marketing

Create Image Campaigns for hugely successful Seasonal Stunts such as:
"Countdown To Christmas", "New Year New Movies", "Spring Into Love",
"Summer Nights", The Rom-Com-A-Thon and more.

Created Campaigns and Episodics for the long running and highly successful
Hallmark Channel Original Series "Good Witch", "When Calls The Heart",
"Cedar Cove", "Signed, Sealed, Delivered" and "Meet The Peetes".

Conceive and Create Original Digital Content for Hallmark Channel's
Web, Social Media, Publishing, Ad Sales and Consumer Marketing Departments.

Hallmark Movie Channel. Creative Director.

Supervised Relaunch of Channel. Created Image Campaigns, Ad Sales Projects,
On-Air and Off-Air Promos, TCA, Upfront Reels, and other Promotional Content.

Industry Awards

Promax Award

360 Stunt Campaign: Countdown To Christmas 2022

Cablefax Faxie Award

Countdown To Christmas Marketing Campaign 2022

Very Merry Giveaways Sweepstakes Promo 2021

Cynopsis Model D Awards

Best Multiplatform Media Campaign

Hallmark Channel's Countdown To Christmas 2022





Style! Network The Golden Globe Awards

Writer/Producer/Director

Live Red Carpet coverage of The Golden Globes. Wrote, Directed and Produced pre-taped comedic roll-in material and scripting for On-Air Hosts.



Discovery Networks Creative Services

Senior Writer/Producer

Supervised Redesign and Relaunch of NBC Saturday Morning Children's block "Discovery Kids on NBC".

Recruited to create new On-Air Design for TLC pre-school kids program "Ready Set Learn".

Image Campaigns for Emmy Nominated Animated Programs: "Tutenstein" and "Kenny The Shark".

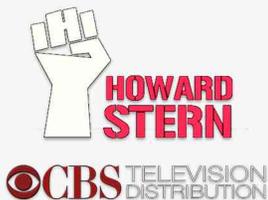
Produced On-Air Promos and Image Campaigns.



Kodak/Yahoo! Live Webcast

Producer/Director/Technical Director

Produced and Directed Live 2 Hour Remote Webcast from Wall Street in NYC for Special Kodak Corporate Branding Presentation and Premiere of New Electronic and Consumer Product Lines. 9 man crew and Satellite Uplink from Mobile Truck.



CBS Television "The Howard Stern Radio Show"

Senior Writer/Producer

Recruited to redesign/overhaul the Nationally Syndicated TV Show's format.

Conceived, wrote and produced original comedy material, shoot material, remotes, music, graphics and interstitials.

Highlights include Live Control Room producing for 'The Howard Stern Birthday Party' at The Hammerstein Ballroom in NYC featuring on stage performances by David Bowie and Megadeth. Supervised and produced Satellite Uplink with Van Halen.

Created and Produce comedic material for use on Howard Stern's Radio Show.



The WB Network Creative Services

Writer/Producer/Special Projects

On-Air Promos including the popular Syndicated Strip Show “Judge Mills Lane”.



Syfy Creative Services

Senior Writer/Producer

Spearheaded 5 month long investigative project to transition Syfy’s traditional On-Air format into a channel featuring live Hosts in a Virtual Reality Setting. Explored and reviewed newest VR technologies, cutting edge graphics and conceptual techniques required to make this multimillion dollar proposal viable.

Created On-Air Promos for Movies, Series and Acquisitions.

Special Programming and Image Campaigns.



E! Entertainment “The Howard Stern Show”

Writer/Producer

Produced, formatted and augmented programs for air.

Produced live location shoots and broadcasts.

Wrote and produced additional comedic On-Air material for nationally known Radio and TV personality Howard Stern.



USA Networks “USA Live”

Senior Writer/Producer/Director

Conceived, wrote and produced remote, on location and studio based comedy pieces for Live National Daytime Talk Show starring Rap Artist/MTV Icon/ NYC Radio Personality Ed Lover and other show correspondents.



USA Networks **“USA Up All Night”**

Supervising Producer/Head Writer/Director

Showrunner.

Created over 500 hours of Original Programming for long running, acclaimed Late Night Sketch Comedy Program starring nationally known comedians Gilbert Gottfried and Rhonda Shear.

Supervised a staff of 10.

Remote location shoots include the streets of NYC, California, The Bahamas, Florida, Puerto Rico, Texas, Las Vegas, New Orleans and Colorado.

Highlights include shows featuring The Ramones, The B-52's, Marvel Comics' Stan Lee and others.



USA Networks **Creative Services**

Writer/Producer

On-Air Promos for Series, Movies and Acquisitions, Sports and other On-Air Programming.

Created Sales Tapes and Upfront Presentations.

USA Networks **Special Projects**

Producer/Post Producer

“Three on the Fourth with Oliver Stone”

Exclusive in-depth interviews with Oliver Stone and writer Ron Kovic.

“Sunday Night Spike”

Exclusive in-depth interviews with Director Spike Lee and film actors John Turturro, Rosie Perez, Joie Lee and others.

“Tribute To John Candy”

3 Night Special. Exclusive interviews with Martin Short, Jim Belushi, Harold Ramis, Rita Wilson, Dave Thomas, Ally Sheedy and others.

USA Networks **“Commander USA”**

Writer/Post Producer

Long running Sketch Comedy Wraps for Cult Favorite Saturday Morning Monster Movies Program starring “Commander USA”.



Walt Disney Television Animation Freelance

Writer/Producer

Industrial and Special Corporate Presentations.



Buena Vista Television Freelance

Writer/Producer

Industrial and Special Corporate Presentations.



MUTE Records Marketing/Publicity

Writer/Producer/Director

N.A.R.M. Presentations.



RoadRunner Records Marketing/Publicity

Writer/Producer/Director

Recording Artist Electronic Press Kit.



Greyfox Entertainment "Hawaiian Tropics Pageant"

Writer

Interstitials and sketch comedy segments for Show Host.



ATI Video/USA Networks "Night Flight"

Writer/Producer

Interstitials and sketch comedy segments for groundbreaking, Late Night counter-culture entertainment show. Programming included 4 Hour Blocks of Underground Music Videos, B-Movies, Rock Movies, Short Films and odds and ends of the most unusual kind. A show far ahead of its time.



National Video Center Recording Studios

Assistant Editor/Post Production/Production

Editorial and Production Clients included HBO, NBC, ABC, CBS, PBS, MTV Networks, Nickelodeon, Discovery, MLB, Spike Lee, Pee Wee's Playhouse, Bravo, USA Networks, Polygram and other major music labels, Columbia Pictures and other major film studios.