

Cynthia Lieberman

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Education

- 2010** M.A., Fielding Graduate University: Media Psychology & Social Change, 4.0 GPA
Capstone Project: *Digital Integration of Technology into the Classroom*
- 2008** Certificate, UCLA Extension: Media Psychology Pathway Program
- 2007** B.A., California State University Northridge: Electronic Media Management

Academic Objectives and Achievements

Life-long learner with a passion for creating positive social change through the combined application of a graduate degree in the pioneering field of Media Psychology and extensive career foundation media relations, marketing and social media. Seeking to employ the focus of core graduate studies of integrating digital tech in the classroom to help parents, educators and kids learn to use online media safely and wisely.

- 2013-Present Board of Director, National Association for Media Literacy in Education (NAMLE)
- 2013-Present Member, NAMLE Visibility Committee, 2013NAMLE 2013 Conference Planning Committee
- 2011-Present Co-founded CyberWise.org with partner Diana Graber
- 2011 CyberWise recognized as a Stage 2 winner of the MacArthur Foundation/HASTAC/Mozilla "Digital Media and Learning Competition"
- Ongoing Guest Lecturer: USC, UCLA, UCI, CSUN, Cal Poly San Luis Obispo
- Panelist C3 Tech Conference (LA Catholic Educators), CSUN Careers, NAMLE, TV Academy

Professional Summary and Accomplishments

Professional history includes progressively increasing management positions at major and independent entertainment companies, networks and Fortune 500 businesses in all areas of marketing, advertising and promotion. Equipped with an entrepreneurial spirit that includes the co-founding, marketing and operations management of CyberWise.org ("No Grownup Left Behind"), as well as serving as a media/marketing strategist to corporations, small businesses, C-suite executives and creatives.

- Content marketing and media strategist with 25+ years of experience as a renowned leader in creative marketing and integrated public relations for practically every major Hollywood entertainment studio. Includes 8+ years working hands-on with social media marketing and PR
- Co-founder/ marketer of digital media literacy website, CyberWise.org ("No Grownup Left Behind")
- Creator and co-manager of workshop and marketing materials for Verizon Wireless Digital Literacy program ("Be A PRO") in collaboration with non-profit iKeepSafe and California School Library Association (CSLA); adapted similar digital media materials for inclusion in Google "Good to Know" literacy campaign
- Reported directly to Fox Inc. studio chairman as head of corporate communications, overseeing corporate/crisis communications, community relations, internal relations, corporate/brand advertising
- Managed up to \$30 million creative media/marketing/publicity program launch budgets
- Orchestrator of highly visible internal/external special events for corporate, conferences, media and the public
- Managed studio relationships with high-profile producers and talent for marketing, PR, sales, and public-facing entities

Work History

Marketing and Media Strategist – Lieberman Communications	2010-Present
Instructor – UCLA Extension – Social Media Marketing	2016-Present
Vice President, Media Relations – Sony Pictures Television	2005-2009
Vice President, Off-Network and Special Projects Marketing – Paramount Domestic TV	1998-2004
Marketing and Advertising Consultant – Lieberman Communications	1997-1998
Vice President, Advertising/Promotion/PR, "Access Hollywood" – NBC/20th TV/New World	1996
Executive Director, Publicity – Warner Bros. Television	1992-1994
Director, Corporate Communications / Director of Publicity – Fox, Inc. Twentieth Television	1988-1992