

DOMINIC STOBART

stobart@rocketmail.com

347 342 8984

ABOUT ME

Innovative and results-driven Cross-Platform Media Executive with extensive experience delivering high-quality non-fiction content across broadcast, digital, and educational publishing. Adept at shaping digital strategy, overseeing complex media productions, and driving business development initiatives that expand reach and revenue. Recognized as a collaborative leader who builds and mentors high-performing teams, fosters creative excellence, and communicates effectively across all levels of an organization. Passionate about leveraging technology and storytelling to create engaging, impactful learning and media experiences.

VICE PRESIDENT, CREATIVE SERVICES – BENCHMARK EDUCATION *2021 – Present*

- Direct strategic oversight of all digital and print production for one of the nation's leading educational publishers.
- Lead and mentor a large cross-functional creative team, balancing day-to-day operations with long-term innovation goals.
- Spearhead the development of new product lines, digital formats, and interactive learning solutions tailored for educators and students.
- Redesign workflows and production processes to enhance efficiency, scalability, and cross-departmental collaboration.
- Partner with executive leadership to align creative initiatives with broader organizational objectives, driving growth and market competitiveness

CREATIVE DIRECTOR, DIGITAL MEDIA – BENCHMARK EDUCATION *2020 – 2021*

- Directed the creative vision for all multimedia output, ensuring alignment with Benchmark's educational mission and brand identity.
- Designed and produced online teaching tools, professional development programs, and student-facing digital content, reaching diverse audiences nationwide.
- Collaborated with product, editorial, and marketing teams to deliver cohesive, high-impact digital campaigns and materials.
- Supported the transition to virtual and hybrid teaching environments during the COVID-19 pandemic, providing scalable solutions for educators.

SENIOR VICE PRESIDENT – OPTOMEN PRODUCTIONS *2008 – 2020*

- Oversaw all non-scripted output for Optomen's New York office, leading the production of high-quality, award-winning content.
- Managed a large and diverse production team across multiple simultaneous projects, ensuring creative excellence and operational efficiency.
- Partnered closely with the development team to secure hundreds of hours of original commissions, significantly expanding Optomen's U.S. footprint.
- Cultivated and maintained strong client relationships with major broadcasters, including National Geographic, Investigation Discovery, History, Animal Planet, and Travel Channel.

FREELANCE TV PRODUCER *1997-2008*

- Shooting, editing, and executive producing high quality non-fiction programming in the UK & USA. Developed a strong client base specializing in History, Science and Investigative programming.

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Selected Television Credits

MYSTERIES AT THE MUSEUM: Travel
MONSTERS INSIDE ME: Animal Planet
WHEN SHARKS ATTACK: National Geographic
SCORNED LOVE KILLS: Investigation Discovery
MAN vs WILD: Discovery
MAN v MONSTER: National Geographic
ANIMAL FUGITIVES: National Geographic
RATBUSTERS NYC: Animal Planet
BED BUG APOCALYPSE: Animal Planet
MY FIRST KILL: Animal Planet
EVIL I: Investigation Discovery
EXTREME TRAINS: History
WIFE SWAP: ABC
RIPLEY'S BELIEVE IT OR NOT: CBS
TABLOID TALES: BBC
CASINO: BBC
CAR NATION: BBC
DEATH DETECTIVE: BBC
THE ENFORCERS: BBC
BOMBAY BLUSH: BBC
WILDCATTERS: Discovery
GRILLS GONE WILDER: Travel
MONSTER SIZED MEALS: Travel
CASTLES SECRETS AND LEGENDS: Travel
SMOKING GUNS: Travel
CARNAGE: Bravo
PET RESCUE: Channel 4
THAT'LL TEACH'EM: Channel 4
MAKE ME A MUSLIM: Channel 4
INDIAN FINISHING SCHOOL: Channel 4
SEX DRIVE: Channel 4
ALLEYCATS: Channel 4
SOAPSTARS: ITV
THE MAKING OF MONSTERS INC: ITV
THE FARMER WANTS A WIFE: ITV
HOLIDAY SHOWDOWN: ITV

EDUCATION

BA Hons 2:1 English & American Studies with Spanish, Exeter University, UK
Diploma in Spanish Language, University of Salamanca, Spain
Diploma in Art Foundation Studies, Central St. Martins College of Art, UK

ADDITIONAL

US / UK dual national. Conversational Spanish. USA Cycling Official. NYS Criterium Champion 2016.

REFEREES

On request