Bruce Levinson

Wimberley, TX 78676 | 817-789-3719 | Bruce.Levinson@txstate.edu | https://www.linkedin.com/in/brucelevinson

TXST SJMC Adjunct Lecturer

Operational Excellence | Relationship Building | Collaborative Leadership

Collaborative communicator demonstrating ability to partner with students and faculty to align priorities and achieve mutual goals. Analytical professional skilled in leveraging data to influence change and adapt strategy. Former Graduate College student in TXST's SJMC. Former Graduate Teaching Assistant (GTA) in the Mass Communication department. *Proficient in Microsoft Word, Excel, PowerPoint, Keynote, Pages, and Numbers.*

Sportscasting | Sales & Marketing Strategy | Presentation | Consultative & Solution Selling
Team Leadership | TV Production | Distribution | Interpersonal Communicator | Negotiation

Professional Experience

Lecturer, Per Course – Texas State University | San Marcos, TX, August 2025 – Present

- Teaching MC 4324, Visual Storytelling, which preps undergraduates to complete a short-form documentary.

Graduate Teaching Assistant – Texas State University | San Marcos, TX, August 2023 – December 2024

- Master's student in mass communication and GTA with a graduation date of May 2025.
- Taught MC 4324, Visual Storytelling to 17 undergraduate students as a Graduate Instructional Assistant, Spring 2024.
- Taught MC 4324 Visual Storytelling again with a promotion to Graduate Teaching Assistant, Fall 2024.

Consultant – Shop LC | Round Rock, TX, August 2023 – May 2025

- Assisted with the distribution efforts of Shop LC with MVPDs, vMVPDs, and FAST platforms.
- Completed distribution agreements with Pluto TV, Tivo, Fubo TV, and multiple NCTC members.

Vice President, Distribution Partnerships – Scripps Networks | Colleyville & Wimberley, TX, November 2017 – June 2023

- Managed full-cycle sales experience by creating Over-The-Top (OTT) and cable distribution opportunities for the television networks ION, Scripps News, Bounce, Court TV, ION Mystery, Grit, and LAFF in all 50 states.

Vice President, Content Distribution – TheBlaze, Inc. | Irving, TX, January 2014 – November 2017

- Spearheaded Over-The-Top (OTT) and linear distribution of TheBlaze television network across 50 states.
- Leveraged a comprehensive, multi-dimensional approach and cultivation of the existing customer base with product awareness, emails, face-to-face meetings, and marketing, leading to a doubling of distribution partners from 2014-17.
- Negotiated distribution agreements and major renewals with 4 of the top 10 Multichannel Video Programming Distributors (MVPD) and 12 of the top 25.
- Secured multiple OTT platform deals for digital distribution.

Vice President, TV Networks Distribution – NBC Universal TV Networks Distribution | Ft. Worth, TX, July 2004 – January 2014

- Directed distribution operations including marketing strategy, account management, and strategic partnerships.
- Provided engaged, supportive leadership to a team of six Sales and Marketing Executives with training and development, performance management, and mentoring high-potential candidates.
- Marketed and distributed multiple cable television networks and regional sports networks across six southwestern states.
- Oversaw the management of two major national accounts.
- Recognized for outstanding performance with consistent achievement of top sales honors and growth.

Additional television experience includes Regional Vice President of the Southern Region with Bravo Networks (Bravo and IFC) and Director of Affiliate Sales with Fox Cable Networks (Fox Sports Net and FX Network).

Sports Reporter/Anchor – KFDM-TV | Beaumont, TX, 1992-1994

- Produced, shot, wrote, voiced, and edited feature stories for the highest-rated newscast in the Beaumont, TX DMA
- Anchored sports news on both weekends and occasional weekdays for the evening news broadcasts

Actor – Screen Actors Guild | Los Angeles, CA, 1987-1992

- Self-supporting acting career through films, commercials, television shows, and live theater

Marketing Representative – The Kobrand Corporation | Atlanta, GA and Tampa, FL, 1985-1987

- Managed territory for leading US Wines and Spirits Importer.
- Worked in conjunction with the local distributors to enhance the sales and distribution of the products; including Beefeater Gin, Taittinger Champagne, and Louis Jadot Burgundy wines.
- Created a 25% increase in market growth through promotions, marketing, sales, and public relations.

Education, Affiliations, Presentations, Awards, Community Activity

Education

Master of Arts, Mass Communication

- Texas State University, School of Journalism and Mass Communication, May 2025

Bachelor of Arts, Hotel, Restaurant, and Institutional Management

- Michigan State University, Eli Broad College of Business

Associate of Arts, Theatre

- American Academy of Dramatic Arts

Affiliations

- Chapter President with Cable & Telecommunications Association for Marketing (CTAM) of TX-OK
- Board Member with Cable & Telecommunications Association for Marketing (CTAM) of So Cal
- Board Member with Mid-America Cable Telecommunications Association, Inc. (MACTA)

Presentations

- Mass Comm Week 2023, Presented the Business of Television to Clay Craig's advertising class

Awards

- BEA Festival of Media Arts Honorable Mention Award for the audio story titled Thrift Store, Spring 2025
- BEA Festival of Media Arts Honorable Mention Award for the Documentary Film titled *Petrified,* Spring 2023
- Kappa Tau Alpha Honor Society, Texas State University chapter inductee, Spring 2024, qualifying with a 4.0 academic achievement
- Alpha Chi National Honor Society, Texas State University chapter inductee, Fall 2024, qualifying with a 4.0 academic achievement
- The Honor Society of Phi Kappa Phi, Texas State University chapter inductee, Fall 2024, qualifying as a graduate student with a 4.0 academic achievement

Community Activity

- Homes of Hope, Tijuana, MX, part of a team that built a house over the course of a weekend for an underprivileged family, July 2022, July 2023, and July 2025