

Craig Santy

Founder at Great Eastern International Inc.

Greater Los Angeles Area, CA, US

Film, Television, Digital, Events, Branded Entertainment, Asian Media Specialist, Creative Services & IP Development

Biography

Craig Santy is an entertainment, media and brand expert forging new roads into the world of transmedia storytelling. In broadcasting he has worked with CBS, Vh-1, MTV, OWN, Discovery Networks, A&E, The History Channel, Nat Geo, WE, Oxygen, Bravo, and PBS. In film he has worked in production, brand integration and marketing with DMG Entertainment, Endgame Entertainment, Lions Gate Films, Sony Pictures and others on such films as "Resident Evil 4", "RED" and "Repeat I Love You". His digital work has appeared on IGN/UGO as well as Verizon V-Cast and AOL Live. In 2012 Santy worked on the Rian Johnson film "Looper" starring Bruce Willis and Joseph Gordon-Levitt as part of the China production team. While in China Santy also developed an original series for the NBA and produced branded content for Under Armour, Mazda and Screen Gems Entertainment. Santy is an expert at the integration of brands into multi-platform programming and has been called on by Sony, Viacom, Under Armour, NASCAR, Verizon, HTC, Chrysler, Mazda, Volkswagen, Leica, WWE, Vh-1, CBS, A&E Networks and the US Department of Justice to handle brand integration. Santy's work within the world of professional sports includes marketing, promotions and branded content development for the NBA, the NFL, the WWE, NASCAR and the A1 Grand Prix. Santy's Government and law enforcement collaborations include The FBI, US Marshals, ATF, DOJ, NIJ, California Highway Patrol, Los Angeles County Sheriff's Dept, Franklin County Sheriff's Dept and Richmond Police Department. Specialties: AUTHENTIC Story Telling Branded Entertainment / Branded Content Film & Television Packaging Reality TV, High End Documentaries, Made For TV Movies, On-The-Fly Visual Effects, Celeb-Reality, Crime Series, Docu-Dramas, Music and Lifestyle Series, Original Productions Developing Content for release on: Film, Television, Web, Mobile Strong Brand Development within a Core Demographic. Asian Media / Branding Expert

Industry Expertise

Audio Visual, Entertainment, Media - Broadcast, Media Production, Medical Devices, Motion Pictures and Film, Social Media, Talent Management, Writing and Editing, International Trade and Development

Areas of Expertise

Television, Television Series, Film, Film & Video Production, Film Director, Film Production, Digital & Mobile Strategy, Digital Advertising, Distribution, Media & Entertainment, Branding, Branded Entertainment, Development, Film Finance, Start Up, Reality Tv, Production, Creative and Productive Thinking, Intellectual Property, Integrated Brand, Product Placement, Media Platforms

Education

Columbia University
MS Journalism

University of California Irvine
BS Political Science

Accomplishments

Photography Design Award

Awarded the Photography Design Award from Columbia University in 1993 for outstanding coverage of the bombing of the World Trade Center.

Project Transformation at Sundance Film Festival

Screened Project Transformation for a standing room only crowd at the Sundance Film Festival.

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