



Education

BA
University of Central Florida
2001 - 2005

Radio & Television Broadcasting
University of Central Florida
2001 - 2005

Skills

// PROFESSIONAL

- Team Building
- Meeting Deadlines
- Punctuality
- Goal setting
- Prioritization
- Brainstorming
- Problem Solving
- Team Management
- Production
- Creative Development

Awards

COMEDY CALL OUT
"10 WOMEN TO WATCH"
WhoHaHa - 2019

ENVIRONMENTAL GRANT
"PODCAST PRODUCING"
J.D. Rockefeller Foundation - 2019

CREATIVE GRANT
"INNOVATIVE CREATORS"
PATREON - 2020

Professional Profile

Producer with 10+ years of experience who desires continued growth within the Lifestyle and Entertainment industry. Currently supports development & execution of Carnival Cruise Line Performances (Live and Pre-Tape) while supporting audience viewership & revenue goals. Experienced in managing cross-functional employees and collaborating to create entertaining content involving clients and sponsored segments. Proficient in pitching, booking and vetting guests for lifestyle and topical segments, including client-based segments. Consistent in achieving project timelines and milestones. Motivated, energetic and collaborative critical thinker.

Work Experience

PRODUCER

Purpose Campaigns for Amazon Prime | 2018 - 2020

Assumed leadership position as a point-person for environmentally tailored content for audiences using public mobilization plus storytelling to amplify voices of leading organizations, activists, businesses in addition to philanthropies engaged in a climate fight.

- Coordinated pre & post-production for 13 episodes (Live action & Animation).
- Conducted vetting interviews with politicians and activists in sustainability.
- Organized social and digital content for Facebook, Instagram, Tik-Tok, Twitch and Twitter to achieve optimal engagement and organic reach.

SHOWRUNNER

Maker Studios | 2016 - 2018

Oversaw creative operations which included scripting, production of pre-taped segments and coordination of assets for 10+ staff writer employees as we conceptualized long form original content tailored to a client's overall brand voice.

- Achieved 90K+ organic views across multiple platforms for clients including Diet Pepsi, CenturyLink, Rock the Vote, Women's March and Urban Decay.
- Worked closely alongside notable digital creators in gaming, food and beauty to produce daily live streams that acquired over 80K+ in viewership per stream.
- Defined and communicated deliverables and deadlines across teams.

PRODUCER

Endemol Shine Group | 2016 - 2016

Spearheaded live to tape production for 15 episodes of "Page Six TV" on FOX for an daytime audience which showed an increase in viewership as we collected data on global trends, celebrity storylines, fashion events, real estate and politics to develop daily scripts.

- Wrote and produced scripted commentary for 4 celebrity panelists.
- Responsibilities include pitch, book and vet guests to appear on-air for lifestyle and topical segments, including client based segments.
- Integrated virtue with other key departments in Production, Marketing, Public Relations, Design to improve all areas of the briefing and response process.



Skills

// TECHNICAL

- Microsoft Word
- Microsoft Excel
- Google Docs
- Adobe Premiere Pro
- Avid
- Final Draft
- Social Media

Languages

English - Native

Spanish - Fluent

Italian - Intermediary

References

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DANIELLE PASTIN
Opera Singer
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Work Experience continued

SUPERVISING PRODUCER

Hudson Media | 2015 - 2016

Established a leadership position while overseeing B+ employees on a live to tape talk show "Fashionably Late with Rachel Zoe" which premiered on Lifetime network.

- Collaborated with guests to customize segments aligned with brands. ie: Eva Longoria Collection, Jessica Alba's Honest Company and Reese Witherspoon's Draper James.
- Responsibilities include pitch, book and vet guests to appear on-air for lifestyle and topical segments, including client-based segments.
- Demonstrated excellent communication skills, both oral and written for broadcasting and digital platforms.

PRODUCER

Houston Hospitality | 2014 - 2018

Acted as a liaison between clients and operating departments in live events while coordinating and producing musical acts, dancers, game shows and live interactive performances for the calendar years of 2014-2018.

- Experience in supervising large scale events.
- Coordinated social media content creation including image curation, copy, link-building and scheduling.
- Scheduled and participated in weekly interdepartmental meetings.
- Responsible for accounts receivable and accounts payable.

ASSOCIATE PRODUCER

Viacom | 2010 - 2013

Supported the producing team in analyzing current developments in pop culture, entertainment and lifestyle content for VH1's "Best Week ever," MTV's "Ridiculousness," and "MTV's Hey Girl."

- Demonstrated assertiveness and efficiency with fellow employees and post-production staff.
- Designed creative packaging for on air graphics.
- Corresponded with recruiters and on air talent for optimal collaboration prior production.

Professional Development

PODCASTING SEMINAR

OBB SOUND

155 N. La Peer drive, Los Angeles
2 November 2018

SOCIAL MEDIA ETIQUETTE

PATREON

777 Street Name, Los Angeles
25 November 2019