



Experienced Marketing Senior Producer, with over fifteen years of mixed agency and client-side experience.

Looking for a role that will allow me to continue to grow as a leader and help make a positive influence for the future of a brand or agency.

AWARDS

- 2023 Clio Silver Winner: Yellowjackets S2 Social Campaign
- 2023 Clio Bronze Winner: Yellowjackets I'm Just a Girl and No Return Lyric Videos
- 2024 Webby's Nominee: Yellowjackets S2 Social Campaign
- 2024 Shorty Awards Short Form Video Finalist: Yellowjackets S2 Spoiler Proof Integrated Text Series
- 2024 Shorty Awards Vertical Video Finalist: Yellowjackets S2 What Jackie Saw
- 2024 Shorty Awards Brand Awareness Finalist: Yellowjackets S2 Social Campaign

EDUCATION

- ITHACA COLLEGE
BS Television and Photography, Minor Integrated Marketing Communications
2009
- CORNELL UNIVERSITY
Project Management Certificate
June 2018

CERTIFICATIONS

- Project Management Professional (PMP)
Certificate issued April 2019

KNOWLEDGE

- Adobe Photoshop
- Trello
- Basecamp
- Smartsheet
- Box
- Google Suite
- Notion
- Harvest
- Forecast

EXPERIENCE

LEGION CREATIVE Glendale, CA Oct 2022 - May 2024

Senior Creative Producer

- Clients: HBOmax, Showtime/Paramount+, Netflix, Universal, Focus Features
- Produced 360 marketing campaigns, with an emphasis on social, for entertainment brands including streaming and in theatrical movies, and various television series. Responsible for pitch through post-launch
- Main creative producer on **Yellowjackets S2** 360 campaign (2023 Clio Silver Winner) and **Velma, Billions, Leo, Argyle, The American Society of Magical Negroes** social campaigns, various pitches and more
- Collaborated with video editors and static designers to create a multitude of various assets for social media sites – created project cards, worked with clients on feedback, QC'd final deliverables
- Prepared budgets, schedules, and contracts for new clients
- Created network of freelancers to tap into and worked to onboard them as needed
- Responsible for managing interns and resource scheduling

HOME BREW Remote July 2021 – August 2022

Senior Creative Producer

- Clients: Universal, Dreamworks, Disney Jr., OWN, HBO max, Hulu, CBS
- Managed a Creative Director and team of designers to produce creative social assets for various movies and television shows including **Righteous Gemstones, Marry Me, My Little Pony**, and more
- Produced an Augmented Reality Game, in the style of Operation, for CBS' **Good Sam**
- Created creative production tickets, gathered assets, and answered questions from designers
- Led pitch process including kick offs and brainstorming, and directed creation and design of creative comps (videos and statics) and pitch decks
- Presented pitch decks to clients for new business acquisition
- Responsible for assigning work and growth/learning trajectory of junior producers

APPLE Remote Oct 2020 – May 2021

Digital Creative Producer

- Clients: Apple Music and Apple Arcade
- Managed the creation of performance assets for paid display, paid social, and motion
- Created timelines and coordinated execution of creative for various campaigns
- Led kick offs, status meetings, and reviews

HYDRO STUDIOS Venice, CA July 2019 – March 2020

Account Supervisor

SONY PICTURES TELEVISION Culver City, CA July 2015 – April 2019

Senior Digital Marketing Manager (July 2016 – April 2019)

Digital Marketing Manager (July 2015 – July 2016)

- Clients: getTV, Cine Sony Television, Sony Movie Channel
- Created schedules and RFPs as needed, reviewed proposed budgets and determined vendors
- Project managed a Walker's Just Watch It Sweepstakes to promote **Walker, Texas Ranger** on getTV. Increased viewership by 15% in Household and 12% in Total Viewers in just one month
- Monitored SEO and website performance offering key suggestions for improvements
- Prepared POs and processed invoices as necessary

THRESHOLD INTERACTIVE Culver City, CA May 2014 – June 2015

Senior Project Manager (Aug 2014 – June 2015)

Project Manager (May 2014 – July 2014)

SONY PICTURES INTERACTIVE Culver City, CA July 2011 – March 2014

Digital Producer (Feb 2013 – March 2014)

Associate Digital Producer (July 2011 – Feb 2013)

- Clients: Sony Pictures Animation, Imageworks, Sony Pictures Interactive, Pottermore
- Project managed updates with coordinators, designers and developers for new site creation, email deployments and social media sites and/or content for clients
- Produced all digital content from conception to completion for the millennial focused **One Direction: This Is Us** movie website and all digital features
- Project managed the creation of features with both in-house team members and vendors for the remake of the movie **Carrie**, including Flex Like Carrie which pulled videos from Instagram and Vine – and Find Carrie which integrated with Facebook Connect