

SUMMARY

Visual Communication & Production Specialist with expertise in creating compelling stories for use in digital video, social media, print publications, and community events. Collaborative, multi-media storyteller, focused on strategic priorities, able to observe content trends and generate new ideas to draw the target audience's attention. Creative and resourceful writer who can produce newsworthy and audience-optimized content. Successful background as an advertising agency producer for network commercials and campaigns on behalf of global brands; experience inclusive of live-action, animation, tabletop, and graphics/visual effects.

MULTI-MEDIA EXPERIENCE**Byram Hills School District (BHCS D), Armonk, NY****Communication & Production Specialist****Executive Producer****2015 – Present****2019 – Present****2005 – 2019**

- Launched cable television station that produces 150+ shows annually to increase the presence and visibility of 4 schools.
- Grew bTV from conception to a state-of-the-art entity in a top-tier school district of Westchester County.
- Create, produce, and direct innovative content including curriculum shows, concerts, athletics, PSA's, and district initiatives.
- Established BH Media Center & developed the brand for multi-media platforms: bTV, FB, Instagram, YouTube, and Twitter.
- Write press releases, video scripts (for multiple formats/styles), and newsletter articles to support and promote the district.
- Collaborate with staff to increase viewership by analyzing program metrics to strategically drive continuous growth.
- Capture events and provide representation for district administrators and community properties/stakeholders.
- Determine budget, scope, schedule, and logistics for all programs, while ensuring workflow of active studio.
- Develop storytelling and connect the narrative to community through research, reporting, writing, and video production.
- Conduct newsworthy interviews with students, faculty, parents, and community leaders providing powerful programming.
- Manage & supervise office staff and 20+ volunteers through positive communication and team building.

ADVERTISING AGENCY EXPERIENCE**Elise Trainor, Commercial Producer, New York, NY****1997–2004****Independent Contract Producer**

- Integral player ensuring that ideas were sold to clients, creatively brought to life, & produced with innovative brand appeal.
- Planned entire production process for an array of video/film and marketing projects in support of consumer brands.
- Created and maintained budgets and timelines for all productions. Negotiated contracts, was a project manager, and lead contact with production companies, directors, editors, animators, recording studios, special effects houses, and freelancers.

Agencies: Bates CHI & Partners, Grey Group, Publicis, Serino Coyne. Clients: McDonald's, Pampers and Crest/P&G, Uncle Ben's/Mars, Robitussin/Pfizer, Sudafed, Benadryl, and Neosporin/Johnson and Johnson

NW Ayer, New York, NY**1994–1997****Executive Producer**

- Managed workflow and assignments across the agency production team; preparing bid packages and generating estimates.

Clients: Folgers, Puffs and Duncan Hines/P & G, AT & T, and Avon

Dentsu Inc., New York, NY**1988–1994****Producer**

- Directed and managed all logistics of production including, casting, location scouting, shooting, wardrobe, props, and post.

Clients: Perrier, Dannon, Radio Shack, TDK, Lea and Perrins, and Hitachi

VOLUNTEER LEADERSHIP**BHEF-Byram Hills Education Foundation****2005–2017**

- Member of Board of Directors that raises money for grants outside the school budget; over \$5M since inception in 1994.
- Recently provided ViewSonic technology for remote teaching. Planned fundraising events 500+ people, including auctions.

The Hudson Stage Company**2018-Present**

- The Mission is to discover, develop, & produce original, professional, off-Broadway caliber theatre, locally.
- Help conceptualize and execute video promos, marketing strategies, and coordinate fundraising events.

EDUCATION

The George Washington University in Washington, DC, Bachelor of Arts, Broadcast Production and Marketing