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Profile

A multi-disciplined professional with 4+ years experience as a producer in content marketing and creation. A motivated learner, intuitive problem solver and flexible team player

Abilities

Video Production
Content Marketing

Project Management
Paid Social Media Ads

CMS Experienced
HTML/CSS/jQuery

Experience

Ten Thunder LLC Producer

Sept 2013 - Present

- Coordinated, planned and developed media content for an award-winning multimedia iPad app that collaborated with the world's top experts in environmentalism and in the unique field of treehouse building
- Team lead on production of over 24 documentary-type videos that won Best in Show in the LA New Media Film Festival
- Editor and copywriter for over 70 pages of written content and a story that received unanimously positive reviews, including one from the iconic Kirkus Reviews
- Negotiated and secured licensing rights from both independent and well-known artists; worked with several record labels and agencies to obtain legal rights to third party media
- Hired and worked directly with legal representation to ensure App's Terms of Service and Privacy Policy met current legal and App Store standards

Marketing Manager

- Planned and executed marketing game plan for app launch; created press kits, video advertisements, social media campaigns, a partnership with Energy BBDO and an appearance with product in front of target demo on cable TV
- Generated over 5 million+ views of targeted marketing content with app reaching #1 in paid app sales in the Apple App Store

Makeshift Studios Producer

Sept 2011 - Present

- Produced videos for tech startups including, Leap Transit and Operator, with videos featured on CNN, Fox News, Tech Crunch, The Washington Post and many more
- Collaborated with internal Microsoft teams to develop digital content for both company messaging and product promotion, including work on the Microsoft Fitness Band Campaign
- Developed media content used in pilot for Animal Planet and Discovery Channel, content currently used on the TV show *Treehouse Masters* and seen by 1 million+ people weekly
- Production lead on internal Intel/Mcafee video series presented at company keynote sales conference and repackaged at CEO's request for company-wide distribution
- Managed productions with budgets of \$100,000+ and crews of 20+; responsibilities included production scheduling, clearance agreements, talent negotiations, waivers, contracts, etc.

Marketing Manager/Copywriter

- Conceptualized ad campaigns and ad copy for clients, worked directly with teams of screenwriters to write and develop scripts/treatments and statements of work

Business Operations

- Established payroll and accounting system for company with 7 employees; set up health plans in accordance with the Affordable Care Act

Education

2015 – 2016 *Code Fellows/Codecademy/Code School*
2007 – 2010 *Post-Graduate Pre-Med (gpa 3.8)*
 Bellevue College, WA
2003 – 2006 *Bachelor's of Science Economics (gpa 3.6) cum laude*
 Santa Clara University, CA

Interests

Seattle Seahawks, Treehouse Building, Philosophy, Good Books, Traveling, Learning, Photography
Soundscapes, Videography, Gaming, Local Comedy, Fitness, Hiking, Art, Volunteering, Friends/Family