

A proven creative lead whose experience spans all facets of content development and creation infused with a consummate passion for storytelling across numerous media including narrative, documentary, experiential and brand messaging. I am a confident client-facing creative team leader harnessing the best talent and empowering them to excel in their expertise, pushing the boundaries of content creation and engagement.

EP & Director of Broadcast and Motion Content, GuideWell Connect July 2014 - Jan 2020

Oversight of all video production and post production projects simultaneously from conception through post-production for local, regional and national ad campaigns, corporate campaigns, and all mediums of branded content.

- Responsible for overall account leadership, developing executive level client relationships that position GWC as a strategic and innovative agency.
- Create, design and produce strategically integrated, branded content for multiple delivery channels: broadcast, digital, social, CTV, OTT, experiential, interactive and 360° video.
- Responsible for formulating account SOWs, P&L, negotiation & budget management, and quality assurance, ensuring work is delivered on budget, on time at the highest production value for our clients.
- Continually examine and refine creative workflow and production management through innovative and repeatable processes, empowering producers, talent, freelance & vendor resources to push boundaries within their respective expertise, toward elevated outcomes where those skills intersect.
- Produce scalable interactive immersive experiences, including multi-cam live stream, branded space assets, 360 immersive content and projection mapping, real-time compositing in Virtual and Augmented 3D space.

Clients: Blue Shield of California Florida Blue (BCBS), United Way, Bacardi, Jacksonville Jaguars, Culligan, Guidewell Innovation, Guidewell Emergency Doctors, Moving Minds Media, Nervana, Rivermend Health, BCBS of South Carolina, Bright Red/, Linkwell, Guidewell Insurance Agency, Venti.

Executive Producer, Digital Video Arts**April 2012 – July 2014**

Lead interface to clients, agencies and production teams for a well established video production and post-production house in North Florida. Oversight of all projects simultaneously from conception through delivery for local, regional and national ad campaigns, corporate campaigns, across all mediums of branded content. Work closely with agency account leads, producers and art directors

- planning and executing new business development strategies
- budgeting, bidding and negotiations, cost / profit analysis
- creative workflow processes, production management, freelance & vendor sourcing, quality assurance and overall client account management.
- Produced live events for national clients, including multi-cam live stream, branded space assets & content.

Clients: Pilot Pen, Bacardi, Winn-Dixie, Florida Blue (BCBS of FL), Medstar Hospital System, George Washington Hospital, Homes.com, ForRent.com, Zimmerman Agency/ Bright Red, St. John & Partners, Fry Hamm & Barr, Shepard Agency, AB&C, On Ideas.

Founder | Director, Fat Screaming Baby, LLC**Dec 2009 – April 2012**

Founding partner of this boutique film development and production house building a clientele whose projects include narrative, documentary, commercial and music video and live event design and production. Services include creative development, brand identity & messaging, budgeting / line producing, production management and post-production.

Executive Producer, The Doorpost Film Project**July 2008-Oct 2009**

Served as full time Director and Supervising Producer for the Doorpost Film Project, an international

online short film festival/contest voted among Filmmaker Magazine's "25 Festivals worth the entry fee" in 2009. Doorpost funded short film projects which have gone on to garner dozens of festival awards and accolades around the world.

- Oversaw Production of all 29 Finalist Films in 20+ cities around the world, physical production and creative decision making, budgeting and financial accountability, from prep through final deliverables.
- Developed a filmmaker mentoring program pairing finalist with seasoned Hollywood professionals for development and guidance.
- Curated judging panels from among top Hollywood business professionals.
- Produced/Directed in-house generated online content to support the Doorpost website and
- Produced and Directed an annual 3-day awards event in Nashville 2008 & 2009, including all logistics, design aesthetic, talent, celebrity guest booking and multi-camera live webcast finale.

Sr. Producer | Director, Paladin Media Group, Charlottesville, Va. October 2006- July 2008

Senior Producer and Director for commercial and educational production house in Charlottesville, Va. **Clients:** University of VA, Center for Politics, National Astronomy Observatory, Comcast Newsmakers.

Unit Production Manager, MTV Networks, New York, NY Jan 2005- July 2006

Worked directly with Creators, Producers, Editors and Executive Management in every phase from creation of budget(s) through postproduction, delivering on deadline and on budget. New York based working on projects nationwide.

VH1

"The Next White Rapper" - Reality Series May - July 2006

5-camera, 8 episode reality series for Vh1,

LOGO NETWORK Original Programming

"Simply Sketch" – Development Presentation (live) April-May 2006

2-camera Live to Tape Presentation to LOGO Network Executives for consideration as a LOGO Original Series; a hybrid of Live Sketch comedy theater performance and the production elements of a multi-cam TV show. The Series received immediate Green Light. Rosie O'Donnell, EP

MTV News & Docs

"V For Vendetta: Movie Special" - News Special March 2006
5-camera "Roundtable" discussion with Natalie Portman for Warner Brothers promotional.

"Juvies" Pilot & Reality Series Aug 2005- Feb 2006

Prepared initial budget, hired crews from NYC, Chicago, LA and oversaw all production for this groundbreaking documentary series through both the Pilot and Season Cycle 1 (8 episodes) shot on location near Chicago, IL.

"High School Stories" - TV Series March - Aug 2005
UPM for 8 episodes (of 40) of re-enacted tales of High School pranks and high jinx.

Live Field & Package Producer, The Daily Beat, Metro TV NYC July - December 2001

Responsible for producing daily live-remote segments (single camera) and packaged segments (multi-camera) for Emmy Nominated, music-centric daily Live TV broadcast. Also, responsible for story development, writing, booking, supervising production through final deliverables, for pre-packaged pieces. 3MM viewers/daily.

Unit Production Manager (freelance)**2001 - 2006 various**

<i>Si' Laraby</i> (TX Unit)	Feature Film	Summer 2002
<i>The Man Show</i> - (NY segs),	Comedy Central	May 2001
<i>Manolo Blahnik</i> , Stiletto Award	CFDA Short Film	November 1999 Douglas Keeve, Dir.
<i>Vogue On 7th</i> , for Vogue	Documentary	February 2000 Douglas Keeve, Dir.