
PROFILE **Experienced creative and operations manager for online and broadcast media marketing and content creation**

EXPERIENCE **CO-CREATOR / PRODUCER**

Park Slope Productions / G4 TV (Comcast Group) May 2009 – August 2009

Developed and sold 10 -episode unscripted docu-drama television series to G4 TV Network.

- Create series story arch and episode act structure
- On-set physical segment producer
- Strategize marketing efforts between network and production, including digital campaign

DIRECTOR, INTEGRATED MARKETING—BRAND ENGAGEMENT

Current Media, LLC., San Francisco, CA January 2008 – May 2009

Lead team developing customized online, offline sponsorship packages for global advertisers; reporting directly to SVP, Marketing.

- Drive product development in conjunction with online and on-air programming stakeholders to create custom integrated opportunities for clients resulting in \$10MM+ in ad sales revenue
- Manage [VCAM](#) (Viewer Created Ad Message) program; the first user-generated television advertising program, including all facets of preproduction, campaign flight, promotion/outreach, and brief development resulting in over 10 successful user-gen advertising efforts. Campaigns include such clients as Toyota, Wachovia, T-Mobile, and L’Oreal Paris
- Collaborate with ad sales team in client pitches, attending all client meetings
- Supervise production of long-form advertising content on behalf of major advertisers, including creative execution
- Lead cross-departmental committee focused on advertising model innovation and monetization

CREATIVE EXECUTIVE/SUPERVISING PRODUCER – VIEWER CREATED CONTENT

Current Media, LLC; San Francisco, CA June 2007 – January 2008

Responsible for the creation, development and production of original content; including licensing

Pre-existing content and creating creator outreach program.

- Managed all phases of television programming and production for 1/3 of the network’s programming
- Manage budget of \$400,000 for content production and acquisition
- Led producer outreach efforts, resulting in 20% increase in participation over 4 months and growth of creator database by over 50%
- Principal creator and supervising producer of key brand franchises; ([Street Styles](#))
- Successfully identified marquee content properties and negotiated licensing deals for online and on-air distribution
- Managed team of four, including editors and associate producer

ASSOCIATE PRODUCER – VIEWER CREATED CONTENT

Current Media, LLC., San Francisco, CA December 2006 – June 2007

Managed all production responsibilities and established the producer community outreach program, which would result in an active database of over 3000 content creators

- Responsible for hiring of eight full time employees in both production and outreach team
- Spoke on several panels across US, representing Current on digital media, user generated content, and television

AGENT TRAINEE / COORDINATOR

United Talent Agency; Beverly Hills, CA July 2004 – November 2006

Charged with creating and exploring business opportunities for the company in digital media by a senior partner.

- Generated opportunities and negotiated deals for agency clients in mobile and digital media
- Evaluated scripted and non-scripted film/television submissions and offers to the agency and its clients
- Support Board Member/Head of the Talent Department in all aspects of corporate management

PROJECTS **CREATOR/PRODUCER**

- “2 Months, 2 Million,” 10 episode docu-soap mini-series for the G4 Network (Comcast) scheduled to debut August, 2009.
 - “The Immersionist” 60 minute pilot for Current featuring Vice magazine founder, Gavin McInnes
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EDUCATION **BROWN UNIVERSITY**

Providence, RI December 2003

Bachelor of Arts; Modern Culture and Media

UNIVERSITY OF SOUTHERN CALIFORNIA June 2006

Los Angeles, CA
Masters of Fine Arts Candidate; Peter Stark Program - School of Cinema and Television

EXTRA-CURRICULAR

- Completed 24/7 Online Advertising server training

- 401(k) Committee Member representing 300+ employees at Current Media
- Fluent in all facets of physical video/audio production
- President of the Junior Board of Directors, United Cerebral Palsy
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CONTACT

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