
PRODUCTION

Producer, Unscripted	AOL Studios TechCrunch	Current
Development Producer	The Jackal Group Fox	2016
Co-EP, "No Borders" (optioned)	Critical Content	2015
Supervising Producer, "Six Degrees of Everything"	Marc Summers Prod. TruTV	2015
Co-EP/Creator, "The Gray Team"	Discovery Studios Pilot	2015
Supervising Producer <ul style="list-style-type: none">• Developed/Producer unscripted sizzle packages for network at UTA-repped boutique prod co.• Produced/directed interactive education videos (Telly Award)• Produced/directed corporate + industrial vids• Oversaw workflow/post team including high-end GFX	Alpine Labs UTA	2014-15
Story Producer, "Biggest & Baddest"	Gryphon Prod. Animal Planet	2014
Producer/Co-Director, "CIS Spot" <ul style="list-style-type: none">• Development pitch vid for CAA-sponsored nonprofit	Communities in Schools	2014
Development Producer <ul style="list-style-type: none">• Developed unscripted sizzle packages for network	Gryphon Prod.	2011-13
Co-EP/Creator, "Head Games" <ul style="list-style-type: none">• Original docu-series sizzle		2012
Producer/Director, "Graduate LMU :30" <ul style="list-style-type: none">• :30 TV spot for air, SoCal market• Produced RFI tie-in campaign resulting in 25% increase in Open House attendance	Time Warner Cable	2012
Writer/Producer, "The Clinic TV" <ul style="list-style-type: none">• Continuing education web modules for doctors		2011
Director/Producer, "Alumni Series, Art Center College of Design" <ul style="list-style-type: none">• 10-ep web series highlighting alumni stories		2010
Production Assoc, "The Weather Underground" (Academy Award nominee)	ITVS PBS	2004
Programmer, 20th Israel Film Festival		2004

DIGITAL MEDIA/BRAND CAMPAIGNS/MARKETING

LOYOLA MARYMOUNT UNIVERSITY, LOS ANGELES, CA

2011-13

Digital Marketing Manager, Graduate Division

- Oversaw digital marketing / online recruitment for 6 graduate colleges resulting in 10%+ enrollment spike
- Managed and implemented CRM systems; developed digital content/UX; initiated dept-wide CMS workflow not previously used
- Managed all aspects of media budget and ROI digital campaigns, including cable TV ads, online ad placement, social media and interactive online education portals
- Directed/Produced TV spots with RFI campaign, resulting in 15% increased inquiries

ART CENTER COLLEGE OF DESIGN, PASADENA, CA

2008-10

Director, Digital Recruitment

- Directed/Produced web alumni series
- Managed and implemented CRM systems/automated emails
- Utilized digital platforms and social media campaigns to reach wider audience

COLUMBIA COLLEGE HOLLYWOOD, TARZANA, CA

2005-08

Digital Marketing Manager

- Implemented key digital marketing recruitment, managed 6-figure budget
- Directed/Produced video spots for online recruiting sites
- Developed industry workshops for students and film/TV professionals
- Managed web redesign/UX

PROFESSIONAL JOURNALISM (HIGHLIGHTS)

- *THE HOLLYWOOD REPORTER* Features: "Anatomy of a Contender series - The Class"
- *WIRED MAGAZINE* Freelance / copyeditor
- *WHOLE LIFE TIMES* Features: "David Lynch," "Novica," "PunkVoter.com," "Al Franken"
- *VALLEY SCENE MAGAZINE* Features, "Revenge of the Electric Car," "AFI Fest"
- *SHEWIRE.COM* Features: "Women of the Webbies," "IMF"

KEY SKILLS/ORGANIZATIONS

FCP, Avid, Adobe CS, Keynote, CRM and CMS systems, Microsoft Office, Sorenson Squeeze, Wordpress, social media, SEO, and various workflow platforms and databases (OmniPlan, Trello, etc).

Program Advisor, Media Arts, Mt. Sierra College

EDUCATION

Master of Fine Arts, Screenwriting, American Film Institute, Los Angeles, CA

Bachelor of Arts, History, Washington University, St. Louis, MO