

Experienced producer and problem solver with a passion for music, culture and entertainment. An entrepreneurial spirited, quick thinker who is solution-oriented while under pressure (works best in fast-paced environments and adaptive roles).

Skilled experience with: Video Direction + Editing | Adobe Suite [Photoshop, Premiere, After Effects] | Live Streaming Operations [ATEM, BlackMagic, Wirecast, Crowdcaster] | Digital Performance Marketing | Experiential Marketing | Event Production | Project Management | Client Relations | Media + Promotion | Canon + Sony DSLRs | Google Analytics | Facebook + Instagram Paid Advertising | Social Media Trends | Mgmt Softwares (Asana, G-Suite, Trello, Monday, Frame.IO) | Agency Settings

EXPERIENCE

GAME 7, New York City – Video Editor AUGUST 2022 - Present

- Create animated and video based content from a variety of distribution channels
Clients: Spotify, Meta (Facebook, Instagram), Amazon, Outback

BALLYHOO MEDIA, Miami – Producer JULY 2021 - AUGUST 2022

- Research markets and develop creative initiatives through content / events utilizing a 60'x20' LED billboard boat
- Project manage the entire creative process from pre through post production in an agency setting
- Identify leads and strategic partnerships from negotiation through development while managing sales pipeline
- Meet KPIs (tracked via data analytics, click-rates, ticket sales, etc.) and meet quarterly sales goals

FREELANCE, Remote – Creative Producer MARCH 2020 - JUNE 2021

- Pitch, storyboard and present creative content solutions to reach client's performance marketing goals
- Produce, capture, edit and sound design compelling video for branded marketing campaigns
- Project manage productions (permitting, vendor hire, etc) and campaigns (client relations, reporting, etc.) from end to end
- Create standardized best practices and implement strategies for media roll-out, distribution, promotion and marketing
- Present key findings and recommendations to clients based on data and performance insights

Clients: Kraft Heinz, Squire, Sound Royalties, Beatport, Kerrang!, PMA Media, Elsewhere Arts, Pukka Tea, SXM Music Festival

MIXMAG MEDIA, New York City – Associate Creative Producer JANUARY 2017 - MARCH 2020

- Reached target audience(s) through digital marketing and experiential marketing initiatives (branded/original content, immersive events, live-streaming, paid social ads, media partnerships, email campaigns, influencer programs + more)
- Analyzed current ecosystems and researched / identified new market segments to grow brand and reach
- Project managed / produced sponsored 75+ branded events and experiential marketing activations globally
- Produced, directed and edited 200+ pieces of original video content
- Created social media roll-out plans for content and tracked KPI performance to generate meaningful insights
- Successfully reduced 'The Lab NYC' budget 20% while preserving a high quality product
- Developed and maintained relationships with clients, vendors and more during a project's life-cycle

Clients: Budweiser, Samsung AKG, Smirnoff, Bulldog Gin (Campari), LifeWtr (Pepsi), WAV Media, SuperDry, Rekorderlig

Recognition: Webby Award Winner for Smirnoff 'Equalizing Music' Initiative

III POINTS MUSIC FESTIVAL, Miami – Marketing & Events Intern JANUARY 2016 - NOVEMBER 2016

- Led team of 15 brand ambassadors to implement guerilla marketing strategies (flyering, event activations, social media)
- Lead producer of the 'OTR - Orlando' event that successfully sold-out through aggressive marketing and promotion
- Facilitated strategic partnerships to expand Orlando market with local venues, promoters and restaurants
- Managed III Points social media on-site festival weekend by creating and following an in depth social schedule

EDUCATION

NEW YORK UNIVERSITY, New York City – M.A. Music Business
UNIVERSITY OF CENTRAL FLORIDA, Orlando – B.S. Marketing / Psychology