
Digital Content Producer

Expertise in creating and delivering highly effective marketing and communication content.

Innovative creative leader with expertise in producing compelling imaging, messaging and branding for multiple industries. Expertise in originating captivating brand strategies, digital campaigns, and marketing collateral on multiple platforms. Special talents for assessing current organizational portrayal effectiveness and initiating visuals, concepts and ideas to achieve highly successful outreach and new market capture. Excellent creative, problem-solving, and communications skills.

Professional Experience

LAS VEGAS REVIEW-JOURNAL, Las Vegas, NV

Video Reporter / Multimedia Journalist, Aug 2018 - Oct 2019

Researches, plans and assigns own assignments to create engaging stories for RJ website and social media accounts. Works with reporters, editors and social media team to tell stories through use of video, words, and photos. Live streams video with Live U technology. Creates videos for breaking news, daily and evergreen stories.

AMERICAN GREETINGS, Cleveland, OH

Creative Specialist, March 2017 - June 2018

Oversaw the fabrication and prototype creation of cards, displays, bags, wrapping paper, and other assets as key market commodities of the company's renown product line. Utilized a broad range of professional equipment including laser cutters, large format cutting plotter, screen printing and various fabrication machines and processes. Analyzed customer preferences and created products to increase sales and maintained company's quality reputation.

MONSTER MAKERS, Cleveland, OH

Associate, Feb 2018 - May 2018

Assisted making and packaging world-famous Monster Clay, prepared and packaged multiple special effects products used by filmmakers and artists around the globe.

CULTURE AMP, San Francisco, CA

Senior Content Producer, August 2015 - September 2016

Produced research-based, highly topical and relevant content while working closely with Marketing, PR and Communications teams to reach targeted audiences. Created weekly newsletters and managed and wrote internally-focused articles and case stories covering company events, internal life and achievements. Produced engaging multi-media pieces and curated company social media. Executive producer of the Culture First Podcast.

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LOS ANGELES TIMES, Los Angeles, CA

Editor and Photographer, June 2013 - September 2013

Orchestrated dual responsibilities as Copy and Web Editor for the Times Community News, North and Copy and Web Editor, Photographer and Reporter for the Times Community News, South. Administered and contributed to reporting, editing, photography and web content for the broad-reach publications Glendale News-Press, Burbank Leader, La Cañada Valley Sun, Pasadena Sun, Daily Pilot, Huntington Beach Independent, and Coastline Pilot.

NBC BAY AREA, San Francisco, CA

Online Content Producer, January 2011 - December 2012

Created online content for NBCBayArea.com including writing, photography, photo editing, video editing and posting. Introduced and maintained NBC Bay Area's presence on Google Plus and maintained accounts on other social media platforms. Worked closely with Google to implement proprietary Google equipment within the station to enable live, interactive Hangouts during the broadcast. Consulted with talent in developing their individual social media presence.

DENVER POST, Denver, CO

Digital Media Specialist, July 2005 - December 2010

Created and managed entertainment blog, edited photos for daily slide shows, and performed photo color correction for daily print. Shot photos for online slide shows, shot and edited video for online. Worked with renowned athlete and Denver Post columnist Woody Paige to create his video podcast.

Education

Visual Communications Studies, 2003

Memphis College of Art, Memphis, TN

Art, Photography Studies, 1995

University of Akron, Akron, OH

Areas of Expertise

- Visual Communication
 - Assets Design/Production
 - Conceptual Design/Layout
 - Art Direction/Design
 - Online Assets Management
 - Creative Services
 - Brand Visioning
 - Strategic/Tactical Marketing
 - Multi-Media Management
 - Print/Graphic Design
 - Writing/Editing
 - Content Design
 - Illustration/Photography
 - Podcast/Blog Creation
 - Photo/Video Direction
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