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PROFESSIONAL SUMMARY

- 15+ years experience in digital media and creative production
- 7+ years of high-level leadership at a major media company
- 1.5+ billion total views across 400+ short- and medium-form videos on all major platforms, including Hulu, YouTube, and TikTok
- Expert-level, full-stack video production experience - from development and production to post and publishing

EXPERIENCE

Consulting Producer Lobrau Productions, Inc. 05/2023–Present New York, NY

- Producing over-performing video content for clients including superstar YouTube Kids creator Ms. Rachel (11M subscribers)
- Managing a small team of full-time and contingent workers including editors, animators, sound mixers, and composers
- Building efficient production and post-production workflows
- Freelance video development, production, and editing
- Animation production (VO recording, storyboarding, character design, layout, rigging, compositing, and output)

Executive Video Producer BuzzFeed, Inc. 10/2019–05/2023 New York, NY

- Determining editorial agenda for BuzzFeedVideo YouTube channel (20M subscribers)
- Driving R&D for new channels and live brand activations
- Showrunning weekly live challenge channel "The Blammo Network"
- Managing a diverse team of junior producers, DPs, and editors across multiple brands

Supervising Video Producer BuzzFeed, Inc. 02/2017–10/2019 Los Angeles, CA

- Creating, showrunning, and directing several of BuzzFeed's most successful series, including "I Draw, You Cook"; "Draw-Off"; and "Mom In Progress"
- Piloting and optimizing new video series
- Mentoring junior producers and creating systems to preserve and share institutional knowledge

Senior Video Producer BuzzFeed, Inc. 07/2015–02/2017 Los Angeles, CA

- Creating, showrunning, and directing several multi-platform series, including "Weird Things Couples Do"; "Colleagues"; and "Wine Mom"
- Developing and leading a creative production workshop series for junior producers
- Directing and collaborating with celebrity guests

Video Producer BuzzFeed Inc. 06/2013–07/2015 Los Angeles, CA

- Writing, producing, directing, and editing 200+ short- and medium-form scripted and unscripted videos
- Analyzing engagement data to make content decisions and optimize formats

Segment Producer Vuguru, Inc. 05/2012–11/2012 Los Angeles, CA

- Setting editorial agenda for weekly YouTube programming
- Writing, editing, producing and hosting 60+ segments of the pop culture news show "Mask & Cape"

Video Producer Lobrau Productions, Inc. 10/2002–05/2012 Los Angeles, CA

- Freelance video producing, editing, graphic design, web design, illustration, and photography

Interactive Designer Next Exit Creative 10/2004–10/2007 Los Angeles, CA

- Interface design and production (including animation and scripting)
- Packaging design, pre-lighting, and production
- Mastering, quality control, and testing

EDUCATION

Master of Fine Arts, Film Production 05/2002

Florida State University

Bachelor of Arts, Computer Related Art Production 05/2000

Oberlin College

SKILLS

Adobe Creative Suite, Adobe Photoshop, Adobe Premiere, Adobe After Effects, Adobe Illustrator, Adobe Indesign, Adobe Audition, DaVinci Resolve, YouTube Studio, Movie Magic Budgeting, Airtable, Toon Boom Harmony, Toon Boom Storyboard, WordPress, PHP, HTML, CSS, Google Suite, Microsoft Office, In-studio and on-location production, DSLR and professional camera recording, Sub-1K package lighting, multi-track production sound mixing, live camera switching, media ingest, edit sync and prep, editing, sound mixing, SFX and audio finishing, web and broadcast mastering and distribution, Strong organizational and communication skills, emotionally intelligent communication style