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WORK EXPERIENCE

Executive Producer | TubeScience | 06.2023 - present

- Lead the Creative Production department through 200+ monthly productions to generate industry-leading performance advertising assets for 40+ brands
 - Built the Creative Production department from disparate roles into a cohesive, aligned unit
- Deliver strategic and effective creative direction for enterprise clients while mentoring and managing a team of Supervising Producers in creative excellence across all other productions
- Hiring manager and supervisor for all creative roles including producers, directors, and creators
- Manage external vendor relationships and quality assurance

Creative Manager | TubeScience | 07.2022 - 06.2023

- Direct three creative teams of producers, editors, content creators, and strategists (25 people) to each achieve a monthly ad spend of \$10M with sustained MoM growth
- Steer a portfolio of high-profile DTC clients including Prose Hair Care, Noom, Dr. Squatch, True Classic Tees, Savage X Fenty, and others to scale effectively and efficiently

Manager, Creative Production | Common Thread Collective | 06.2021 - 07.2022

- Led a team of 10 producers, strategists, editors, and coordinators to produce high-performing DTC paid social ads
- Provided creative direction and strategy for pitches, production, and asset delivery
- Acted as the hiring manager for all creative roles and sourced short-term contractors as needed
- Designed and launched a top-selling UGC marketing line of business within two months of hire

Senior Creative Producer & Strategist | TubeScience | 12.2019 - 06.2021

- Strategized, produced, and analyzed hundreds of scalable DTC performance videos that independently generated \$1.5M+ monthly ad spend across clients including Dollar Shave Club, Truebill, Freshly, Grove Co., Fabletics Men, Ipsy, and more

Creative Director & Producer | Freelance | 06.2013 - 06.2020

- Contracted to lead departments across an array of published video content including corporate promo, social engagement, documentary, narrative, and music videos
- Consulted in creative direction, design, and narrative strategy for fiction and documentary work

Video Producer | Boston College | 01.2017 - 11.2019

- Executed short-form promos and expository content for internal and online publishing
- Designed and implemented workflow guidelines to improve QA, and grow internal capacity and post-production efficiency that increased output 20% year-over-year

Director of Production & Internships | Amherst Media | 09.2014 - 06.2016

- Managed a team of 20 interns across multiple studio locations to produce an average of 240 television programs per year

EDUCATION

Emerson College | Bachelor of Arts, Film Production