

Highly creative, award-winning media executive and content creator with over 10+ years experience in producing editorial and branded content production in an ever-growing and constantly changing audience. Strong rolodex of producers, directors, editors and production companies that have collaborated on many high-level projects such as commercials, articles and franchise video series. Deep command of emerging video and digital trends, excellent communication skills and exceptional leadership with a demonstrated ability to manage multiple, high-profile projects and live events while exceeding expectations.

Professional Experience

Complex Networks

Director of Branded Content (Contract), 2018-Present

- Lead and manage the branded content strategy and overall production for video, social, and editorial content.
- Serve as the creative lead to clients and brands in regards to creating pitch decks, responding to RFP's, etc.
- Work directly with brands such as McDonald's, Amazon, Puma, IKEA, Xbox, Disney and many others to create compelling content for their brands either through activations, engaging video content, or live experiences.
- Manage all custom program budgets for client's that range from as low as \$25k, to budgets well over \$1million+.
- Collaborate with other departments (sales, research, corporate) to deliver best-in-market integrated programs.
- Responsible for keeping a rolodex of trusted production partners and freelancers with diverse expertise that can be tapped into for any type of branded video content or 360 degree campaign project.
- Serve as the leading creative voice for the pre-sale team during creative brainstorms as well as post-sale content creation across a broad spectrum of Complex channels that come to life in video, social, mobile and/or event touchpoints that meet client objectives and drive revenue.
- Manage a team of writers, video directors, editors, colorists, producers and project managers.

ESPN (Walt Disney World)

Head of Original Production, 2005 & 2016-2017

Led the editorial content strategy, social and original video production for short and long form video while managing an extensive and diverse video production team for ESPN's The Undefeated. This team creates premium video content across various ESPN & Disney platforms which include, SportsCenter, Outside the Lines, ABC News, ESPN Magazine, Marvel, Pixar and other verticals as well as our social platforms.

- Managed the overall implementation of ESPN's The Undefeated's video offerings (Network, Digital, Social)
- Oversaw creative digital strategy for all social, including Facebook, Twitter, Instagram and IG Stories, and Snapchat.
- Led a team of 18 people that ranged from video directors, social media managers, and video editors.
- Acted as a client-facing lead with brands and sponsors to create, develop and launch successful branded series.
- Created social strategies around athletes, celebrities and on-air personalities to help create unique engagement.
- Collaborated with celebrity talent, brands, PR houses and teams, and social media networks as needed in order to create unique first-class social activations and opportunities for The Undefeated's audience.
- Collaborated with other internal leaders to identify key areas of improvement in the overall end-user experience.
- Created a data-driven strategy across all areas of video content creation, with emphasis on social.

AARP & AARP Studios

Director & Managing Editor for Content (Editorial, Television, Podcast, Social) 2014-2015

Was the creative and editorial lead for all content for AARP Studios — AARP's internal creative social, digital & video agency. Led the creative production process for the AARP Brand through social and video which included projects with NASCAR and Jeff Gordon for The Drive to End Hunger social media campaign and creating national commercial spots for AARP's, Life Reimagined campaign.

- Oversaw all aspects of video, digital, podcast, and OTT strategy, resulting in increased views, & engagement time.
- Was responsible for a team of people that ranged from videographers, producers, editors and writers.
- Deemed with helping to change the face of AARP through video, radio, and social to appeal to a younger demo.
- Developed a strategy that tapped into a deeper audience engagement through compelling and smarter content.
- Worked to establish best practices for social media on platforms like Facebook, Twitter, YouTube and others.
- Expanded brand presence across the social landscape, including establishing and growing new accounts.

Discovery Channel

Supervising Producer (Contract), 2013-2014

Led the day-to-day operations for the creative development for original content editorial, social, and video for various Discovery Networks. Helped set a gold-standard in storytelling creating smart and engaging content that the audience consumed. Increased video views by 40 percent year-over-year from 2012-2013 by over 150 million views and also helped Discovery to win their 1st Webby Award in 2013 for online original content with Whale Wars:

- Served as creative lead from intake, pitch, development and final delivery for Discovery and Animal Planet.
- Managed a team of 10 people that was responsible for original video content for five different networks.
- Oversaw all branded online video production for Shark Week and Puppy Bowl X, both heavily sponsored content.
- Managed the video workflow for content both domestic and international for various networks

USA Today Sports

Director of Video, 2011-2012

Oversaw the complete content strategy for USA TODAY and the national content strategy for multiple Gannett-owned television stations in regards to sports. Worked extensively on business development and partnerships to help extend the brand through video by collaborating with companies for various content. Developed a national workflow for Gannett properties in which we created a system that made various departments aware of what of departments in other cities were working on and kept track of the complete production process from shooting, editing, to final delivery.

- Developed sponsored content with Under Armour, Gatorade, Gillette, Subway, Subaru and BP.
- Managed several large-scale campaigns such as 2012 Olympics, The Masters, and Super Bowl.
- Created over 100 original video pieces of content that catered to the NFL, MLB, NBA, NHL and high school sports.
- Worked with BP on a \$1 million content strategy for the 2012 Summer Olympics that included articles, original videos and an extensive social media plan.

NBC Universal

Senior Manager, Content Production, 2009-2012

Led the video and digital production (video/apps/digital/social) strategy for Comcast's NBC Sports Group which included, Versus (NBC Sports Network), NBC Sports. Managed a team of producers who created online original video content and another team that led the creation of three mobile applications for Comcast: (Tour de France app, NHL app sponsored by Verizon, & College Football app). Also helped oversee the redesigns for two NBC Sports Group websites from beginning to end, (NBCSports.com and Versus.com).

- Created more than 20 original online video series that related to popular network shows for NBC Sports Group.
- For the 2011 NHL All-Star game worked with MARVEL COMICS to create exclusive video content for All-Star Game.
- Worked with the VP to find new ways to promote video content and used data to monitor campaign performance
- Managed high-profile strategic partnerships related to online video (production, syndication & monetization).

Forbes Magazine

Director of Production - (Contract), 2008-2009

Took the lead in managing the various video production needs and objectives for the editorial department at Forbes Magazine and was responsible for scoping video projects, communicating with editorial leaders and management team. Led the team that covered the daily financial news — produced hourly live daily shows that updated viewers on the latest financial news around the world and managed multiple video projects from the idea conception through completion with writers and creative director.

- Organized the video strategy for the 2008 Presidential Campaign which included live shots & full video reports.
- Directed and oversaw over 40-50 video projects that ranged from interviews, feature pieces and online shows.
- Managed Forbes social video strategy through Facebook, Twitter, Vimeo and YouTube.

National Football League (NFL Films)

Associate Producer, 2005-2007

Won SPORTS EMMY Award for working on "Inside the NFL" on HBO as a director and writer. Worked on multiple daily live shows for the NFL Network such as NFL Playbook and Total Access. Wrote, developed and pitched multiple story concepts for the NFL's network partners (Fox Sports, ESPN, CBS Sports, etc).

- Managed production schedules, budgets, production staff, and external video production (freelancers).
- Helped with the initial launch of exclusive NFL content on the iTunes store.
- Published regular content (articles, photos, video) to NFL.com website using CMS (Drupal).

Education: Columbia University Graduate School (Fall 2019)

Southern University, 1997-2003, Mass Communication, Bachelors

Louisiana State University, 2003-2004 Journalism, Masters Department