
SUMMARY

Dedicated and highly accomplished Producer, Editor and Marketing Coordinator with extensive contributions to brands promotion and organizations' growth through the planning and implementation of promotional campaigns that increased overall sales. Demonstrated proven knowledge in media production, commercial development, and strategic market research. Employed to identify audience needs and existing trends designed into innovative ideas to drive brand development and commercial awareness across media.

EXPERTISE

- Brand Promotion
- Market Research
- Effective Communication
- Project Management
- Commercial Production
- Strategic Marketing
- Team Management/Leadership
- Reporting & Editing
- Media Research
- Audience Research
- Content Marketing
- Media Asset Management

PROFESSIONAL EXPERIENCE

Marketing Consultant

Feb. 2017-Present

Bowtech Brands, Denver, CO

- Full-time contract Marketing Coordinator and Digital Producer for outdoor sports brands under Bowtech Inc.
- Digital marketing support using: Livestream, Emma Email Marketing, WordPress, Google Adwords, Google Analytics, MailChimp, Livestream, Facebook Business Manager, Wayin marketing engagement platform, Wrike project management software, ez texting, Privy, Promoboxx
- Lead Producer for Diamond Knockout launch: created video content to promote top brand's product release, including field producing, studio directing, post production, and editing.

Freelance Producer, Editor

Mar. 2016 – Feb. 2017

Clients: AXS TV, Rocky Mountain Honda Dealers, American Quarter Horse Association, Integrated Associates

- Promote AXS TV social media presence by preparing, editing and writing captivating content and descriptions for AXS's content on Verizon go90 app
- Produce Rocky Mountain Honda annual One Tank Trip summer shoots
- American Quarter Horse Association: Two human interest articles and photos published in magazine with largest circulation of any equine magazine in the world

Commercial Producer for Creative Services

Aug. 2014 – Mar. 2016

abc7, Denver, CO

- Facilitate the success of different on-air digital commercials for clients including Centura, CSU Global, and award-winning 7 Readers are Leaders campaign
- Videographer roles including shooting, lighting, audio, editing and basic graphic design
- Ensure commercial sales targets are met by conceptualizing innovative ideas based on market research as well as pitch and write the script
- Drive the successful execution of assigned campaigns by leading production and managing creative teams
- Utilize Adobe Creative Suite and Final Cut Pro to finish commercials in post production

Achievements

- ✓ Consistently captured audience attention and facilitated the realization of clients advertising goals by collaborating with local TV station's sales team to create and launch on-air digital commercials for clients
- ✓ Served as Executive Producer for Rocky Mountain Honda Dealers 30-minute special

Producer for On-Air Promotions

Oct. 2010 – Aug. 2014

AXS TV (Formerly HDNet), Denver CO

- Drove the success of all stages of promotions from idea pitching, script writing, media gathering and management of creative teams
- Ensured all production design, set and backdrop aligns with the intended promotion shoots like overseeing set design, directing talent actions, conducting interviews and production assistance

Achievement

- ✓ Successfully produced image and topical promotions for cable-network programs including "Inside MMA" AXS TV live concerts and acquired BBC and PBS documentaries

Contributing/ Associate Editor

May 2008 – June 2017

The Trail Rider, Active Interest Media, Boulder, CO

- Write and publish innovative articles as freelancer for recreational horse magazine with a circulation of 52,000
- Ensure smooth flow and clarity of all published article by assisting in editorial through copy editing, advertorials, and feature writing roles

Achievements

- ✓ Served as copywriter and editor for two regular product sections for 8 consecutive years
- ✓ Wrote an article awarded 2nd place in American Horse Publications Online Service to the Reader
- ✓ Successfully established bi-weekly MyHorse.com promotional email by efficiently writing and gathering media

Video Journalist

Mar. 2009 – Jul. 2009

VJIAM, Denver CO

- Reported and wrote news for youth television show with a broad reach of 90 million homes
- Efficiently managed the filming, scripting, and editing of video segments including "High School Rodeo"
- Selected for "Best of" episode for Frozen Dead Guy Days coverage

Citizenship Washington Focus Program Leader

May 2009 – Aug. 2009

National 4-H Council, Washington, DC

- Obtained government-issued Washington D.C tour guide license
- Trained and advised teens in the creation of weekly commercial and newsletter
- Prepared and delivered keynote speech to audience of 200 people
- Supported the state delegation meeting with senators and state representatives

Reporting Intern

Aug. 2006 – Apr. 2007

Daily Camera, Boulder, CO

Advertising and Sales Intern

Jun. 2004 – Aug. 2004

Oxygen Television Network, New York City

OTHER EXPERIENCE

MaxFund Animal Adoption Center Volunteer

Present

CU Denver non-credit students taking Marketing Masters class, Marketing Management

Spring 2016

ProWorld Intern and Volunteer; Cusco, Peru

2008

C Lazy U Ranch Children's Wrangler and Trail Guide

2006

EDUCATION

B.S. in Journalism and Mass Communication from University of Colorado, Boulder; 2007
News-Editorial Concentration; Emphasis in Spanish, Creative Writing Electives

TECHNICAL SKILLS

- ◆ Final Cut Pro ◆ Adobe Premiere ◆ Photoshop ◆ DSLR camera operation
- ◆ Google Adwords ◆ WordPress and Crown Peak CMS
- ◆ Emma Email Marketing ◆ Livestream ◆ MAM with Reach Engine