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## SUMMARY

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**Proven Senior Vice President: Strategic Communications, Public Relations, Digital/Social Media, Public Policy, Issue Advocacy**

Self-directed and driven senior producer with a comprehensive background leading video storytelling, message development, advertising, issue advocacy, cause marketing, communications and cross-functional teams to ensure success and achieve goals. Known as an innovative thinker with strong nonprofit, foundation, government, political and corporate communication acumen. Recognized for maximizing performance by implementing social impact campaigns through analysis of details to gain understanding of the emerging issues, trends and relationships. Highly organized, creative problem solver who excels at guiding teams through complex projects. Expertise includes developing and managing multimillion dollar production budgets, political campaigns and growing humanitarian nonprofits.

- Digital Storytelling, Branding
  - Strategic, Integrated Campaigns
  - Science Childhood, Education,
  - Print, Radio, Television Advertising
  - Humanitarian Crisis Awareness
  - Photography, Filmmaking
  - Social Entrepreneurship
  - Global Cause Marketing
  - Corporate Social Responsibility
  - Fundraising, Social Activism
  - Government Relations
  - High-Definition Television
  - Civil Rights, Advocacy Strategy
  - Health Care, Public Policy
  - Creative Development
  - Lean Production, Budget Control
  - Public Relations, Safety
  - Documentaries, Biographies
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## PROFESSIONAL EXPERIENCE

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**Political Advocacy Agency, Washington, DC**

**2004-Present**

Select clients include the campaign of President Barack Obama, multiple U.S. Senators, The Bill & Melinda Gates Foundation, the Robert Wood Johnson Foundation, L'Oreal USA, The World Bank, CARE International, PACE, PATH, Bridge International Academies, FTC, SHRM, The League of Conservation Voters and Next Generation Climate Action.

**Senior Vice President, Production 2015-2017**

- Managed, trained 20+ staff in video, audio, digital media filming, editing and directing of high profile campaigns.
- Exceeded client needs for low cost video content with the same quality of traditional big budget advertising campaigns.
- Played a significant role in developing the video content to support the presidential campaign of President Barak Obama.
- Added significant revenue by launching a new service using DSLR cameras to create video content in a lean production model
- Closed numerous sales of new business by writing and pitching proposals to a variety of prospects.

**Vice President, Senior Producer, 2010-2014**

- Oversaw \$500K production budgets with \$9M advertising campaign expenditures.
- Enabled a \$4M increase in the Save Darfur coalition annual donations (70% of total) and doubled its number of activists to 800K by producing and directing three short documentary films about the genocide in Darfur.
- Created print, outdoor, television and radio advertisements for the Save Darfur campaign reaching 100M people in five months.
- Led production of national advertising campaigns for AARP and Cellular Telecommunications Internet Association (CTIA).
- Managed relationships between clients, partnering organizations, funders and production companies.
- Wrote and implemented creative treatments, schedules and budgets of all scope and sizes.

**Producer, Editor, 2004-2009**

- Managed film crews, schedules and post production processes for multiple progressive campaigns and issues.
- Produced political candidate campaigns advertisements for print, television and radio. Clients included U.S. Senators Barbara Boxer, Byron Dorgan, Kent Conrad and Max Baucus.
- Increased national seat belt use from 75% to 82% by producing National Highway Traffic Safety Administration's "Click it or Ticket" campaign.

**National Association of Home Builders (NAHB), Washington, DC****1999-2003**

The NAHB is a Washington, D.C.-based trade association whose broad mission is to enhance the climate for housing, home ownership and the residential building industry.

**Director, Communications, Digital Media**

- Increased engagement by legislators, media, regulators and the public by creating effective issue advocacy campaigns focused on reducing the role of the federal regulations in health care, energy, climate, labor, tax, infrastructure, home building and international trade.
- Persuaded the Environmental Protection Agency (EPA) to forgo additional rules on greenhouse gas admissions via obtaining thousands of signatures on a digital petition during the comment period.
- Educated members of Congress about the vital role of home building via a Home Building Summit on Capitol Hill.
- Presented business plans to the board of directors, executives, coalitions and membership fly-in events.
- Expanded member influence through issue advocacy outreach to media, regulators, public and legislators.
- Supervised paid media, earned media, social media, advertising, video and development of a new website and blog.
- Guided advertising in television, radio, print and digital pay per click on Facebook, Google and YouTube.
- Improved brand equity through development and execution of new brand strategy, positioning and identity.
- Enlarged member dues revenue by inserting sales messaging into member communications.

**National Geographic Television, Washington, DC****1996-1999****Producer, Editor, Writer**

- Produced, designed and edited global story writing, video, audio, photography for short and long form documentaries.
- Managed budgets, logistics, staff, locations for international film shoots. Wrote scripts, bumps, promotions and trailers.
- Assisted in production of "Norton Simon," and "A Place in the Land," a historic documentary directed by Charles Guggenheim and 1999 Academy Award nominee for Best Documentary (Short Subject).
- Developed, produced and wrote "Alaska Challenge," about the Iditarod human endurance race. Awarded Cine Golden Eagle.
- Produced 30 one-hour wildlife documentaries for the television series "Animal Planet Safari."
- Production credits included "Race Across America (RAAM)," "The Mother Road," "Maya Mountain," "Olympic Photographers," "Mystery Rider," "Flying Off Rooftops," "Pet Wrap," "Lake Tanganyka," and "Virunga."

**Television Production Assistant Roles:**

- "Homicide: Life on the Street," 2nd Unit, Jim Flinnerty, Director, 1997
- "Deep Impact," Dream Works SKG, Mimi Leder, Director, 1997
- "The Jackal," Universal Pictures, Michael Caton-Jones, Director, 1996
- "The Long Kiss Goodnight," New Line Cinema, Renny Harlin, Director, 1996
- "Air Force One" 2nd Unit, Warner Brothers, Dave Dunlap, Director, 1996
- "Absolute Power," Warner Brothers, Clint Eastwood, Director, 1996
- "My Fellow Americans," Warner Brothers, Peter Segal, Director, 1996

**Corporation for National and Community Service, Washington, DC****1993-1995****Special Assistant**

- Supported the launch of a federal agency overseeing Senior Corps, AmeriCorps and Social Innovation Fund programs.
- Assisted in the passage of The National Service Trust Act of 1993, which created the AmeriCorps program.
- Coordinated President Clinton's message with talking points, legislation fact sheets and constituency outreach meetings.
- Wrote AmeriCorps success stories, developed a legislation strategy and prepared budget materials for Congress.

**Cable News Network (CNN), Washington, DC****1989-1992****Production Coordinator**

- Booked guests, managed scripts, and coordinated show segments for the top rated political television show "Inside Politics '92."
- Developed media plan, segment topics, edited film and audio and planned logistics for location shoots.
- Unlocked media insights by leading qualitative, quantitative, custom, syndicated and panel data market research.

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**EDUCATION**

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**B.A., Bachelor of Arts, Media and Film, UCLA, 1989**