


DIGITAL CREATIVE PRODUCER

Amplify | 2021 – Present


High quality K–12 Curriculum and Assessments for E–Learning and Educational Tools and Games

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- **Spearheaded program development:** Led programming for interactive learning games and narrative stories, blending creativity with technical skills to enhance student engagement. Point person for various teams and stakeholders to make sure all deliverables ran smoothly.
 - **Managed platform transitions:** Played a pivotal role in migrating content to a newly acquired Content Management System, streamlining processes, and optimizing workflows.
 - **Crafted inclusive character ensembles:** Casted and developed 13 animated characters, embedding authentic representation into every aspect of production and voice direction.
 - **Optimized audio and video content:** Managed sound effects and music for narratives, revamped 120+ customer-facing videos using Adobe Premiere to align with brand standards.
 - **Delivered under budget:** Consistently achieved VO asks and recordings within budget constraints, ensuring all projects met deadlines with high-quality results.

ASSOCIATE PRODUCER

NBC Universal | 2020 – 2021


Game Show and Cooking Talk Show Pilot Episodes

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- **Executed pilot productions:** Supported Supervising Producer in managing all facets of pilot production, from conception to execution.
 - **Streamlined casting operations:** Coordinated contestant and celebrity casting, enhancing on-screen diversity and engagement.
 - **Contributed creative solutions:** Participated in brainstorming sessions and generated innovative ideas to elevate production quality.

ASSOCIATE PRODUCER

Classpass | 2017 – 2019

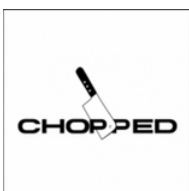
A daily live interactive fitness streaming service

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- **Produced live fitness content:** Managed talent, music, and casting for daily live workout videos, enhancing user experience.
 - **Directed brand visuals:** Designed and directed impactful photoshoots for social media and website that reinforced brand identity.
 - **Provided end-to-end support:** Assisted producers in creating show notes, launching new classes, and handling social media.

EXECUTIVE/CASTING ASSISTANT


Food Network's Chopped | 2016 – 2017

Casting for the hit cooking game show, Chopped

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- **Enhanced casting workflows:** Orchestrated contestant and celebrity judge casting for Chopped and Chopped Junior, ensuring diverse representation.
 - **Developed pitch materials:** Created compelling one-sheets to elevate show proposals and pitches for new episodes and castings.

FOUNDER/CREATIVE DIRECTOR

Jennaland Productions

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- Built a production company dedicated to creating mindfulness-focused content, inspiring emotional intelligence and creativity.
 - Developed a children's TV concept integrating storytelling, puppetry, and music to engage young audiences in mindfulness practices.
 - Produced innovative multimedia projects, including podcasts, visual meditations, and live events, fostering awareness and personal growth.

Core Skills & Technical Proficiencies

Tools: Adobe Premiere, Adobe Audition, JIRA, Airtable, Canva, Google Suite, Microsoft Office, Celtx

Strengths: Content Production (Audio and Video), Game Production, Casting, Content Management System (CMS) migrations, DEIA implementation, Cross-functional collaboration, SCRUM

Education

University of Maryland | BA in Communications | 2011 – 2015