



## PROFESSIONAL SUMMARY

*Vision-driven change agent with exemplary record of multimedia production and design success for leading organizations*

Proven talent for aligning industry strategy and objectives with established multimedia production paradigms to achieve maximum creative impact with minimum resource expenditure. SAG-AFTRA eligible team leader who champions innovative solutions to integrate best practices, drive continuous improvement, mitigate project risks, and provide key insights to inform strategic plans. Exceptionally dedicated professional with keen interpersonal, communication, and organizational skills for the modern multimedia landscape.

### CORE COMPETENCIES

- Production Leadership
- Operations Management
- Content Creation
- Photography & Art Direction
- On-Air Presentation Skills
- Team Collaboration

## PROFESSIONAL EXPERIENCE

FOCUSED ARTWORKS, NEW YORK, NY, MAY 2020 – PRESENT

### **CEO & ART DESIGNER**

- Control operations and specialize in crafting original artwork with paint, flowers, and mixed media.
- Leveraged drawing and color correction skills to deliver art pieces.
- Responsible for photographing and editing art via Adobe Creative Suite.
- Lead development of the company's short-term and long-range strategies, and regularly execute major decisions affecting workflows.
- Manage company resources and relationships with drop shippers, content influencers, and more.
- Analyze and shape the shopping website with proper SEO keywords, eye-catching media for social sharing and attend to other marketing needs.
- Negotiate or approve agreements and contracts for margin profiting.

OLYMPIC DEVELOPMENTAL ATHLETE, NEW YORK, NY, JANUARY 2019 – PRESENT

### **ON-AIR HOST**

- Devise original content specializing in Sports, Fitness, News, and Health for a range of social media platforms.
- Accountable for writing copy, recording content, and editing video and audio footage with iMovie and Adobe Creative Suite.
- Employ strategic marketing skills to maximize viewership and analytics.
- Host quarterly business meetings with associated sponsors to increase engagement and sales alike.
- Spearhead negotiations and secure contract work for other relevant health, fitness, and home-use products.

### *In-Person Sports Events and Online Fitness Sponsor Influencing*

- The Right Stuff Electrolytes by NASA
- Obsesh Media Athletic Coaching Program
- OS1st Compression Sleeves and Performance Wear
- 361 Running Shoes

### *Television, Podcast and Mobile Hosting*

- Conversation P.A.C.E Show/Manhattan Neighborhood Network Channel
- SAG-AFTRA Awards Prediction, Season 1, Episode 7/YouTube Video and Podcast
- The Athlete's Obseshion, Dir, Dalton Allison/Obsesh Media Podcast
- The Love Radio USA, Dir, Melissa Green/iHeart Radio Podcast

- Overcoming Fears, Dir, Adam Webber/CallCast.co Podcast

**Industrial Video Hosting**

- Full Steam Staffing, Dir, Jeremy Hopwood
- Chiropractic Care, Dir, Doctor Shoshany

**Television Commercials**

- Superbowl Facebook with Sylvester Stallone and Chris Rock
- New Balance Running and New York Road Runners (NYRR)

**On-Stage Off-Broadway Performances**

- The Help, Ensemble – Mercury Lounge
- Principles of Improv, Ensemble – Magnet Theater
- Edgy Actors Showcase, Ensemble – Triad Theater

**Motion Capture and Green Screen**

- Video Game, Confidential NDA

**Social Media Influencing and Advertising List**

- Social Apps: Tiktok, Likee
- Vitamins: Livonlabs, Hot Vita
- Electrolytes: The Right Stuff, Kramp Krusher
- Cooking: Lucky Iron Fish
- Snacks: Verb Energy, Power Up Trial Mix
- Holiday/Religious: Gifts for Grandma and more
- Recovery: Space Ice Therapy, Pure Power Life, Neptune Ice
- Makeup/Selfcare: Systeme 41, Amarte Skincare, Everlasting Comfort
- Supplements: Greens Plus, Method Performance, Your Super Foods
- Clothing/Accessories: 361 Shoes, Vastrm, 2XU Compression, Newton Running, Profoot Insoles

ELITEFEATS NYC RUNS, NEW YORK, NY, APRIL 2018 – OCTOBER 2018

**PHOTOGRAPHER**

- Worked outdoors for prolonged periods of time to photograph runners.
- Uploaded photographs and content onto PCs and external hard drives.
- Aided set-up of start and finish line featuring a blimp, hydration table, and more.

MICROSOFT & MIXER STUDIOS, NEW YORK, NY, OCTOBER 2016 – JUNE 2018

**LIGHTING & ART DIRECTOR**

- Focused on color design during pre-production for in-studio lighting needs.
- Programmed ETC Gio 4K lighting board with effects, cues, and lights.
- Manually adjusted lighting angles and worked with stand-ins for live content.
- Aligned with producer, director, and other studio members to promote live studio fluidity.
- Provided hand-drawn diagrams for numerous shows (8-10 per month).
- Prepped greenscreen lighting for technical director and editor.
- Arranged weekly meetings for creative ideas, and created handmade, custom lighting scrims.
- Adjusted iris/camera shading with camera crew for multiple lighting angles prior to going live.

MAJOR LEAGUE BASEBALL, NEW YORK, NY, FEBRUARY 2016 – AUGUST 2017

**ENGLISH & SPANISH CONTENT PRODUCER & EDITOR**

- Finalized 6-13 videos per day using Premiere Pro within a fast-paced environment.
- Use rundown creator to organize the game as producer for MLB.com
- Participated in the creation of Spanish video content for MLB Network and MLB.com.
- Created gifs, Instagram posts, and Vines for all social media channels via Photoshop.
- Contributed to work for both East and West Coast games, enabling flexibility at MLB.

NEWSCAST CREATIVE, NEW YORK, NY, DECEMBER 2014 – FEBRUARY 2016

**MULTIMEDIA SPECIALIST**

- Worked with high-profile clients to include The Ride, Intel, GS Communications, Intel, Rakuten, RNN, ASPCA, Chick Tech, Gerber, Delta, BMW, iRobot, BOA, Madam Tussad's, United Healthcare, The TOUR, and Assurion.
- Acted as producer and writer of content and storyboards for introductions, subtitles, and documentaries.
- Functioned as videographer for in-studio or field content.
- Edited photos, multi-cam set-ups, and documentaries, and performed light graphics for infomercials, ads, and PSAs.
- Fulfilled duties as Lighting Technician by setting up green screen and overhead lights, both in-studio and in the field.
- Performed sound checks as Audio Engineer for IFBs, microphones for press conferences, fairs, and webcasts.

NBC SPORTS, STAMFORD, CT, JANUARY 2014 – APRIL 2015

**PRODUCTION RUNNER**

- Contributed to the production of TV shows such as NASCAR, Sochi Winter Olympics, Premier League, NFL, Gymnastics American Cup, French Open, and the Kentucky Derby.
- Printed scripts, tech rehearsals, and rundowns from iNews for talent and studio crews.
- Operated teleprompter and stood in for talent with IFB sound checks and camera angles.

ONE MED PLACE, NEW YORK, NY, OCTOBER 2014 – JANUARY 2015

**CONTENT PRODUCER**

- Shot and recorded video content at medical fairs and conferences.
- Used Final Cut Pro to edit video, and exported content to clients and external hard drives.
- Excelled individually and within a team environment, depending on the medical needs of demonstration.
- Set-up and broke down camera, lighting, and audio equipment.

FRESOIL PRODUCTIONS, BROOKLYN, NY, AUGUST 2012 – FEBRUARY 2013

**CAMERA OPERATOR & EDITOR**

- Recorded on Sony NEX FS100U for live performances and announcements.
- Tasked with editing sequences using director requests and adjusted audio levels.
- Color-corrected footage and finalized video with titles, intro and outro.
- Employed After Effects & Motion for font and graphics effects.

THE AUSTIN PENDLETON PROJECT, BROOKLYN, NY, AUGUST 2011 – JUNE 2013

**ASSISTANT EDITOR**

- Accountable for coordinating with the Lead Editor, and acquired vital experience in association with Austin Pendleton on DV tapes.
- Used time code for footage in Final Cut Pro and picked selects to create rough cuts.
- Transcribed more than 1,000 hours of video footage for post-production needs.
- Utilized an organized editing system on G-Tech hard drives.

**SHORT-TERM FREELANCE GIGS**

- Producer / Cam Op., "FC Barcelona" Youtube FS7/ DP, Juan Cobo Escorial, Bader TV, 2016
- 1st A.C., "ACS Reactions" Youtube C500/ DP: Vince Vennitti, ACS Reactions, 2015
- 1st A. C, "Frat Star" Film RED Dragon /DP: Carlos Garcia de Dios, Frat Star Productions, 2015
- 1st A. C, "Alibi" Film RED Dragon /DP: Piero Basso A.I.C., Sitting Cat Productions, 2015
- 2nd A. C. & D.I.T., "Black Star" Film Alexa Arri /DP: Anna F. Solano, Side Door Prod., 2015
- Robotic Cam Op, BMW/Volkswagen Commercial 5D MkIII /DP: Jim Sulley, Newscast, 2015
- 2nd A. C, "Sprawl" TV Series RED Epic/ DP: David Kimelman, Local 600, 2015

- A.C., "Newton Creek" Documentary 5D MkIII /DP: Jim Sulley, Newscast Creative, 2015
- A.C./ Lighting Technician, "15" SAG Film RED Scarlet /DP - Paul Bertolino, 2014
- 1st A. C., 'Four Points Film Project' GH4 Luxis Panasonic /DP - Tim Foster, 2014
- 2nd A. C., "We Just Met" Film RED Epic /DP - Jon Carr, 2014
- 1st A. C. / D.I.T. "Gays the Series" Web Series RED Epic /DP – Cody White, 2013
- Camera Op., Marymount Xmas Show/ Webcast Sony VX2100 /Panasonic AG- DVX100B, 2012
- PA, "Shankman's Deli" RED Scarlet, 2012
- TV Studio PA, "High School Heisman Award" ESPN, 2011
- Assist. Director, "The Policy" Film Canon 5D Mark II Alphabet City Films, 2011

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## **EDUCATION AND CREDENTIALS**

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BACHELOR OF ARTS IN FILM AND TELEVISION, 2012  
*Long Island University, Brooklyn, NY*  
*GPA: 3.3/4.0*

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## **TECHNICAL SKILLS**

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**Camera:** Arri, Red, Canon, Panasonic, GH Luxis, Sony, GoPro, DJI Ronin, Atomos Samurai  
**Programs:** Adobe Creative Cloud, Premiere Pro, Speedgrade, After Effects, Audition, Bridge, Lightroom, Photoshop, InDesign, Illustrator, Media Encoder; Final Cut Express, iMovie, Photo Mechanic, DPP, Microsoft Suite to include Word, Excel, PowerPoint  
**Lighting:** ETC Gio 4k, Green Screen, Kino, LEDs, Leko, Cineo, Staging, Diagrams, Design  
**Writing:** Celtx, iNews, Teleprompter, Rundown Creator

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## **AWARDS AND HONORS**

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**Honors:** Scholarship Division 1 Track and Field Athlete  
**Sports Awards:** All-Time 9 Personal Best Records in a Single Year, 2021  
Open Athlete of the Year, 2019  
Most Valuable Track Athlete, 2018  
Most Valuable Performer, 2017  
Top 10 All-Time List 600m, Central Park Track Club  
4x USA Track and Field National Cross-Country Competitor  
5x Athlete of the Week, Garden State Track Club  
3x Division 1 North-East Conference Team Champion, 2009-2010, 2011

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## **PROFESSIONAL AFFILIATIONS**

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SAG-AFTRA Eligible\* #11498715

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## **ADDITIONAL INFORMATION**

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**Languages:** English, Spanish (intermediate)

**Additional Website:** [www.EmilyIsFocused.com](http://www.EmilyIsFocused.com) (personal site) [www.FocusedArtworks.com](http://www.FocusedArtworks.com) (business site)

**Interests:** Track and Field (Elite-Competitive), All-Around Athlete, Martial Arts, Mother of a Neurodiverse Son.